

THE Juke Box

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Storm-Tossed AGA Looks for Dry Land

Performer Union Faces Economic Plight, Work Loss, AFM Jurisdiction Problems

By BILL SMITH

MONTREAL, June 5. — Delegates to the annual convention of the American Guild of Variety Artists, which opens its sessions here Monday (7), will seek to resolve the many problems facing the organization, notably dwindling employment, AGA's running jurisdictional battle with the American Federation of Musicians and AGA's economic plight. A matter of more solid ground is supply.

The AGA received its autonomy in 1944 but has seldom had the whole-hearted cooperation of its approximately 20,000 members. Most of them tolerated AGA as a necessary evil. When jobs were plentiful dues were paid with minor grumblings.

Now that there are fewer jobs however, because of the virtual disappearance of vaudeville and the winding of night clubs, not only do dues collections diminish, but what is disturbing the AGA leadership is that members blame the union for the economic picture.

Type to resist members, how to steer AGA's ship in the year ahead, how to build its treasury depleted by expensive lawsuits and how either to continue to wage a war against AFM or on what terms to make a peace will be among the major questions facing the delegates to the 1954 convention.

Employer-Employee

Ever since AGVA has been in existence its standard form employment contract listed members as employees and talent buyers as employers. Some years ago talent buyers started a custom by ruling the AGVA stamping the employer-employee clause, making the performer an independent contractor. Performers protested because their salaries weren't subject to withholding taxes. Talent buyers liked it because they weren't obligated to contribute to Federal Social Security, unemployment and age fund.

The practice was adhered to until AGA's lawyers claimed it could be inimical to the union's life, a union of independent contractors should be declared by the courts, not a union at all. They insisted that the employer-employee relationship be recognized.

Employers objected immediately. Performers with closer relations to bookers and talent buyers than with AGVA sided with the buyers. The fact that previous conventions had insisted on the employer-employee relationship was disavowed by even board members.

Meanwhile, the State of New York, having paid unemployment

insurance to out-of-work actors, charged night clubs with being derelict in not listing performers as employees, not paying taxes and brought suit against many night clubs for varying amounts.

Acts and Buyers

Talent buyers said they would throw out shows rather than pay, and performers joined them in the battle against AGVA. A hush-hush reason for the alliance was that performers taking club dates — single show engagements — would have their salaries cut, closed, leading to possible income tax investigations. Fiercely membership meetings accused AGVA of increasing unemployment by enforcing the rule. The battles began and are still raging.

The question of employment also engaged AGVA on another front. The AFM with its 244,000 members indicated that no more than about 15 percent were steadily employed. Possibly to increase job opportunities the AFM claimed that many performers who used music in their acts become AFM members.

AGA charged the AFM with raiding, but in 1950 a peace treaty was signed. One of its terms called for the settlement of all jurisdictional battles by top leaders of both unions. Squabbling ended. (Continued on page 32)

STAN FREBERG'S TICKLISH, AT LEAST ON DISKS

NEW YORK, June 5. — Salirical records have their ticklish aspects, as witness the unique plight of Stan Freberg, who cuts about five Capitol disks for every one which actually sees the light of a release date. Catch is that Capitol won't release his records unless clearances are obtained from those satirized.

However, an exception was made on Freberg's new "Point of Order" platter, a take-off on the McCarthy-Army hearings, thinking probably being that the event's wide-spread radio-TV and press coverage would insure its participants fair game.

Stars Say No

During the past year Freberg has written and produced platter lampoons on Ed Sullivan, Arthur Godfrey and Ralph Edwards of "This Is Your Life," none of which has been released because the personalities on the pan said no.

This is not only exasperating but expensive, in view of the costs involved on each shelved recording session. It was doubly expensive in the case of "This Is Your Life," since Freberg turned out two (Continued on page 12)

Juke Boxes Encircle World as Exports

Hit Album Time Peak 2-Month Score Tallies \$1,329,948; Record Sales Due to Follow Swing

By ROBERT DIETMEIER

CHICAGO, June 5.—Millions of the world's citizens are getting their first taste of the pleasures of recorded music because of an unprecedented boom in the export of U. S. juke boxes.

The first two months of this year juke box exports showed a whopping 26 per cent increase. Dollar volume of coin-operated phonographs shipped out of the country came to \$1,329,948. February alone accounted for better than \$800,000 worth of business.

Last year 14,089 juke boxes were shipped from this country. A good example of what's happening is Western Germany. In 1953 West German buyers took \$209,573 worth of U. S. juke boxes. In February of this year West Germany purchased juke boxes valued at \$257,511.

Record Market Effect

The effect of this tremendous increase in the sale of records is difficult to measure. But many of the phonographs now going into export channels are new, multi-selection boxes, the

kind that offer 100, 104 and 120 selections. Following the pattern of the domestic juke box market, overseas shipments are now leaning heavily toward mechanisms which play 45 r.p.m. disks.

For U. S. and foreign recording companies the boom in juke box exports is certain to touch off a boom in record sales.

As far away as the Philippines spanning-new juke boxes built by the U. S. are spinning recent pop tunes from the U. S. as well as the latest releases in the republic's national dialect, Tagalog.

William J. Suter, a U. S. citizen who lives in the islands and is one of the country's largest importers of phonographs, said: "The Filipino's great love for music and dancing is highlighted by the introduction of multi-selection, 45 r.p.m. machines. They can now have their choice of the locally pressed 45 r.p.m. records, some in the national dialect, Tagalog, in addition to the latest U. S. A. pressings."

Prior to World War II there were only about 40 machines throughout the Philippines which are the latest releases in the republic's national dialect, Tagalog, in addition to the latest U. S. A. pressings."

Today there are 500 machines, 80 per cent of which were brought in by three distributors, the rest by independent operators.

Electricity Problem

One of the problems in juke export is the lack of electricity. Electrification is of paramount importance to the expansion of juke box exports in many foreign countries, especially in the hinterlands. Philippine cities, for example, are ripe for great juke box growth because of increased electrification spearheaded by two of the largest projects in the Far East, the Ambuklao and Maria Cristina Falls undertakings. "Because of this," said Suter, "it is expected that, barring any wars or other upheavals, many more coin-operated phonographs will be well placed within the next few years."

In South America, where electricity is scarce outside the major cities, juke boxes are sold in a package together with small electric generators. Dealers there, who sell not only juke boxes, but also radios, refrigerators and other electrical appliances, benefit two ways. They can sell a refrigerator offer by selling a juke. That's because in the small rack-counter saloons a proprietor (Continued on page 32)

NEWS OF THE WEEK

MCA Joins Forces With BDTV in Move Into Closed Circuit TV

MCA has stepped into a new field, the rapidly mushrooming one of closed circuit theater television, by arranging to act as sales agent for Box Office Television, Inc. MCA's move is seen as having far-reaching potentialities for further expansion of the medium. (Continued on page 32)

NBC Research Study Highlights Daytime TV's Ad Potential

NBC research study shows the great value of daytime TV to advertisers. The recent survey of cities and figures to prove that daytime TV is a medium with growing potential. (Continued on page 32)

Networks Schedule Increased Film Shows

Film shows will occupy more time on the networks next season than they have in the past. There are still a number of live situations that the film salesmen consider very lively prospects. (Continued on page 32)

Warner Buys 'Young at Heart' Sound Rights for \$15,000

The Warner Bros. film studio is paying \$15,000 for the unlimited rights to the songs of "Young at Heart," the new musical in a new film starring Doris Day and Frank Sinatra. Film, of course, will be called "Young at Heart," the title a remake of the older "Four Daughters." (Continued on page 18)

Musical Industry Protest U.S. Copyright Appropriations Cut

A \$100,000 slash in the appropriation for the U. S. Copyright Office has set off a chain of protests from the music industry, which finds the service of the government agency invaluable. The appropriation bill is now up for consideration by the Senate. (Continued on page 19)

Ringling Circus Off to Big Start Under Canvass

Turnaway houses marked the opening tent stand of the Ringling-Barnum circus during the past 10 days, giving the Big Show the most dollars it has handled on early season dates for several years. (Continued on page 34)

New York Show Tax Has Industry Worried

New York City's imposition of a 5 per cent admission tax on most amusement spots has operators fearful that other legislative bodies — township, city, county and State — may jump on the "one too" taxing bandwagon. (Continued on page 34)

Stores, Vendors in 5 Cities Join New Premium Program

A three-month-old save-a-match experiment is groomed for possible national coverage; 18,000 cigarette operators and local merchants are participating. Match book and coupon drive is under way. (Continued on page 32)

"Play Your Juke Box Week" Campaign Gets Under Way

N.A. Operators of America, national association of juke box operators, endorses drive initiated by the Billboard juke box manufacturers, local associations and distributors prepare all-out promotion for week of June 14-20. (Continued on page 18)

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Com. Machine	67	Music	97
Com. Machine	68	Music	98
Com. Machine	69	Music	99
Com. Machine	70	Music	100

11th DONALDSON WINNERS DUE

NEW YORK, June 5. — Winners of The Billboard's 11th Annual Donaldson Award for achievement in the theater will be announced in next week's issue.

The awards, representing recognition by the legitimate theater's board of directors, are given over the entire field, including all phases of the drama and musical comedy, acting, playwrighting, direction, scenic design, costumes, musical scoring and data. Among the categories covered.

A Typical Comment About Operation Pushpop—Now in Its 3d Big Week:

"PUSHPOP IS GREAT—SUMMER, WINTER... ANYTIME, I'M FOR IT!"

See Page 29

Book of Month To Test Disks

By JOE MARTIN

NEW YORK, June 5. — The Book-of-the-Month Club, Inc., will test a nation-wide record subscription club early in August. The company is currently in negotiations with several record manufacturers for the sale of individual products and has also taken out a license with the Music Performance Trust Fund to record its new disks for national distribution.

According to Axel Rosin, BOM executive, the company hopes to stage its test with both its own recordings and some obtained (Continued on page 12)

MCA Invades Closed-Circuit Theater TV With BOTV Pact

Deal Portends vast Potential for Box-Office and Theater Events

By JACK SINGER

NEW YORK, June 5.—In a move that may be of far-reaching significance to the medium, the Music Corporation of America this week stepped into the field of closed circuit theater television. The move came in the form of an agreement with Box Office Television, Inc., calling for MCA's Industrial Division, headed by Ervin Hrabec, to act as sales representative for BOTV in lining up closed circuit meetings by industrial concerns.

Also initially emphasizing the industrial use of large screen closed circuit TV, the new relationship between BOTV and MCA has virtually unlimited views of expansion. The possibility of MCA and BOTV joining forces to present box-office events for theater television will undoubtedly be the subject of much trade speculation in coming weeks.

Mushrooming Activity

The present deal whereby MCA will act as BOTV's sales rep ci-

maxes a five-month period of mushrooming activity in the use of closed circuit TV by industrial concerns. The agreement with MCA, negotiated for BOTV by Edgar Rosenberg,

According to its terms, BOTV will have only MCA talent for its closed circuit shows unless a client specifically requests someone other than contract to MCA. The talent agency, it's understood, also will get a commission on whatever industrial business it lines up for BOTV. The closed circuit outfit, however, remains free to seek industrial users of the medium on its own.

List Clients

MCA's Industrial Division has been active in packaging entertainment shows for commercial

sales meetings, conventions, dealer meetings, etc. Among the clients it has recently serviced with such shows are General Electric, RCA, Studebaker and Motorola.

MCA's entry into the field for closed circuit TV was a joint effort with William Morris, its chief competitor. The Morris agency tied in with Cappel-MacDonald, one of the leading industrial sales promotion agencies in New York, which has extensive contacts in the industrial field. Cappel-MacDonald planned to inaugurate its own closed circuit set-up and to sell industrial films on the idea of its putting on closed circuit sales meetings using William Morris talent. The plan, however, never got off the ground.

RE-RUNS GALORE

Web Offers Limited Changes For Long Shot Subs This Summer

NBC Rate Cut Of 17-20% for Affiliates Looms

NEW YORK, June 5.—NBC Radio soon will notify its affiliates that they will be asked to rate cut of between 17 and 20 percent to match the slash that will be instituted by ABC Radio next fall. The NBC action was forecast in the Billboard last week.

NBC's move follows its feeling that it must offer network clients the kind of rates that they could get at CBS. Network topers therefore lost no time in instituting action of their similar cut on record. ABC Radio is also expected to cut rates shortly.

Seek Wed. Slot For 'Big Town'

NEW YORK, June 5.—NBC-TV is currently engaged in seeing whether it can clear Wednesday, 10:30-11 p.m., for Lever Brothers' "Big Town." The advertiser would sponsor the show on an alternate-week basis.

The big question is, however, whether the station will get the half hour back to the network in light of the fact they have been surrendering some of their other marginal time periods already this season.

Should clearances not be forthcoming, "Big Town" can, as a last resort, be moved into Saturday nights, 7-7:30, to share time with Toni's "People Are Funny."

NBC Molds Fall's Sat. Client

NEW YORK, June 5.—NBC-TV this week further hammered Saturday night next fall into sales shape. Four advertisers, an ad number for a half-hour show, went into the line. The new Coca-Cola show is set for Saturdays at 8; they are Lewis Hows for Turner, Bess, Griffin, and Johnson.

Each show will have three spots in line, over a period of 30 weeks the series will have 117 spots. The new Coca-Cola show bought 39 and the other advertisers 28 each.

The American Tobacco deal for Parker Pen to take over half ownership of "Bill Parson" from Goodley has died. A new client

NEW YORK, June 5.—Packagers are getting virtually no chance to crack into network TV with one-shot summer replays that win the fancy of many viewers.

Few, if any, of this summer's shows are new programs. The vast majority are re-runs of old television vidlins; a few are re-runs of old filmed situations-comedies ("My Little Margie"); a few are kines of current shows ("This Is Your Life").

The fact is that most sponsors are not in a position to make a commitment and committed themselves to next fall. There has been such a plethora of advertisers, that a number of new audience participants have managed to get an airing.

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As a result of this situation, there has been some sharp marking time operation.

On NBC-TV, Charles Buggles will try to do virtually the impossible, that is become commercial on Tuesday-through-Friday quarter-hour sustaining strip at 1:30 p.m. Two stage luminaries, Hume Cronin and Jessica Hahn, will also be given a chance with TV series "The Hunchback of Notre Dame" on the Friday 8-8:30 time period.

Otherwise, NBC-TV viewers will have to wait for the "Comment," a news show, until August. CBS, the situation is certain, will move ahead on Thursday night, General Electric

will replace Ray Milland with "What's in a Word" at 8 p.m. "How Do You Live" in common moves into 8:30 on "Four Star Playhouse" is ready to go, in late summer. Phila Morris will most likely slot "Blessed Event" in its 10-10:30 p.m. time period to replace "College Defender," which moves into the "I Love Lucy" Monday time for the summer.

The three programs are obviously summer fillers.

There is more positive action on CBS-TV. Tommy and Jimmy Dean will have their show, "The Dean Family," which will have his own night, Orson Bean will have to substitute "The Blue Angel" for an initial run.

"See It Now" because there will be a need for emerging talent. But these three shows which produce winter engagements for their leading personalities if they

click in a big way during the summer.

"Saturday Night" At NBC-TV, the same opportunity is being made available for talent on the "Saturday Night Live" 8-10:30 p.m., which will use Eddie Albert, Alan Young and Ben Blue. College giving new talent a try in its summer show, which will feature "The Dean Family" and Jackie Cooper.

But there are a large number of shows which continue through the summer. "Fast of the Town" will have its summer season, "What's My Line." On NBC-TV and ABC-TV, Knott goes on with "The Dick Van Dyke Show."

Barring miracles, few if any of the summer shows will make the winter grade. Some, like "Masquerade Party," may become perennial summer replacements, but otherwise their lives will be short.

(Continued on Page 5)

IT'S MORE COZY NOW, ANYWAY

MILWAUKEE, June 5.—Anyone who does the housework of local radio has only to ask a local housewife who recently has undergone a rather hectic experience as a result of a husband's move to WISN. The station carried an endorsement by the lady for the quick service of her twin beds and mattresses via a telephone call to the WISN, which plugged its potency via a spot schedule on the radio which the newspaper may have disposed of her property, but the radio plug was even more effective, in their own way, WISN received a phone call from the lady shortly after the spot began, requesting that this commercial be discontinued. She said she is tired of answering the phone all day to listen to friends and people she never even heard of tell her it's nice that she and her husband are back on friendly terms.

Pitt UHF Outlet Bites Dust, But Won't Give Up

PITTSBURGH, June 5.—Another UHF station bit the dust this week, but it refused to give up the ghost. WENS-TV, Pittsburgh's leading UHF station, tossed off its entire local programming schedule and laid off all but a skeleton crew needed to keep the station on the air with network programming.

The move was described by Larry Israel, general manager, as only a summer retrenchment, but it's understood the network-owned station will continue until the outlook for local business for the station brightens considerably.

Contributing to the station's outlook was the failure of the Pittsburgh Pirate baseball team, which the station is airing, to attract enough home-run interest to bring in a large number of conversions or viewers anticipated.

The entire city is in the grip of economic semi-paralysis, stemming from a six-month strike of tollage workers, and a current new threat of strike.

FCC Issues 4 Video Grants

WASHINGTON, June 8.—The Federal Communications Commission this week issued four commercial TV grants and one non-commercial grant. The grants were for: 1. A grant to the National Aeronautics and Space Administration for a post-freeze grant, including 39 non-commercial, educational grants of \$100,000 each. 2. A grant to the National Aeronautics and Space Administration for a post-freeze grant, including 39 non-commercial, educational grants of \$100,000 each. 3. A grant to the National Aeronautics and Space Administration for a post-freeze grant, including 39 non-commercial, educational grants of \$100,000 each. 4. A grant to the National Aeronautics and Space Administration for a post-freeze grant, including 39 non-commercial, educational grants of \$100,000 each.

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BANKS, UTILITIES BUY

Liberace to Rack Up Big Radio Sale

NEW YORK, June 5.—Already the fair-haired boy in TV by virtue of his vidlins series, Liberace now is bidding fair to make radio station managers howl with the drop of a cancer aura.

Widely sponsored by banks and utilities, the radio video, the curly-haired ivory-tickler now is being sold in a new format into spot radio on his new transcribed radio series. This marks the first big development in using utility firms into AM, where previously they have been using the sound medium commonly.

Many radio markets already have been snatched up by the sponsors who are using the video format. However, in many cases, a considerable number of his radio sponsors are not involved with the TV show, but are impressed by Liberace's ability to do a job for this type of bankroller thru his film show.

Big Splash

Already, Liberace is beginning to make as big a splash in radio as he did in the TV. In the first few months of the video, the waxed series already has been sold by the radio division of the United States and deals are now pending in 50 other, their stations are paying the series in many cases, indicating confidence in their ability to peddle the show successfully. In the period between May 10 and May 26 alone, Guild racked

Liberalize to Rack Up Big Radio Sale

up gross sales for the radio series of the video. The series, which is signed \$127,000 worth of business at the NABT convention in Chicago, is being sold by the radio division of the United States and deals are now pending in 50 other, their stations are paying the series in many cases, indicating confidence in their ability to peddle the show successfully. In the period between May 10 and May 26 alone, Guild racked

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Typical of the type of sponsor jumping aboard the radio series was the fact that this year with Laclede Gas Company, St. Louis, Mo., was impressed by Liberace's ability to do a job for this type of bankroller thru his film show.

The transcribed Liberace series is completely new and is not a part of the sound track of the TV station.

'Voice' Quits Slot Search

NEW YORK, June 5.—The tug of war between CBS and ABC for the "Voice of Firestone" business was called this week by an unexpected decision by Firestone to stay off the air altogether, at least thru the summer.

It had previously been expected that Firestone would move immediately from radio to television, which it vacates next week to a new slot, on either ABC or CBS. ABC was considered a good bet to win the Firestone account, in view of its ability to offer more desirable time slot as well as the Paramount Theater in New York as an originating point for the show.

Billboard

The American Industry's Leading Weekly Founded 1894 by W. H. Donaldson

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Business: J. Edgar
Subscription: J. Edgar
Distribution: J. Edgar
Printing: J. Edgar
Postage: J. Edgar
Second-Class: J. Edgar
Third-Class: J. Edgar
Fourth-Class: J. Edgar
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Sixth-Class: J. Edgar
Seventh-Class: J. Edgar
Eighth-Class: J. Edgar
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Eleventh-Class: J. Edgar
Twelfth-Class: J. Edgar
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One

*On an average day she sees
41 TV Commercials*



YOUNG & RUBICAM, INC.

ADVERTISING • New York Chicago Detroit San Francisco

Los Angeles Hollywood Montreal Toronto Mexico City London

Decide on the Network that Protects Your Time

DECIDE ON Du MONT

There's no costlier television experience than to lose your investment in a program or time ... or both ... at your contract's expiration. This doesn't happen to Du Mont sponsors ... it won't happen to you. The Du Mont Television Network has always protected sponsors. When you decide on Du Mont you have a time franchise.



• LOWER TIME COSTS

You save regionally or nationally on the Du Mont Network. For example, in the 5 largest U. S. markets alone, other networks cost as much as 12% to 41.5% more!

• LOWER PRODUCTION COSTS

Your savings at Du Mont on production facilities result in more money available for time buys.

• NO "MUST-BUY" PROGRAMS

Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

IT'S TIME TO DECIDE ON THE

DU MONT
TELEVISION NETWORK

815 Madison Avenue, New York 22, N. Y. MUrray Hill 6-3600
435 N. Michigan Avenue, Chicago 11, Ill. MO 4-6262
A Division of The Allen B. Du Mont Laboratories, Inc.



Fellows to Testify at Sen. Hearing on F Controversies

NARTB Exec Pledges 'Neutrality' On 'Segmentized' Trade Problems

WASHINGTON, June 8.—The WFTV controversy will reach a new climax when the Senate Interstate and Foreign Commerce Communications Subcommittee holds hearings June 15 with an array of industry witnesses. Among them will be old E. Fellows, president and board chairman of the National Association of Radio and Television Broadcasters.

Fellows, who has accepted an invitation to a confab with temporary Chairman Harold H. Thomas of the RFJ Industry Co-ordinating Committee on June 14, eve of resumption of hearings, has advised NARTB members that he intends to stick to the association's policy of "neutrality" on "segmentized" industry problems like the WFTV issue.

Despite this neutrality offer, Fellows will be faced with a barrage of cross-questioning from both subcommittee members as Sen. John O. Pastore (D, R. I.), who is almost certain to lead the committee's views on the RFJ Co-ordinating Committee's recommendations as a threat to the industry's stability and economic future.

In this controversial atmosphere, the subcommittee will face the tough task of trying to resolve the WFTV situation and, at the same time, assuaging differences in the broadcasting industry with little time left in the session to perform its job. One thing appears certain in this hubbub: There will be time for Congress to act on legislation even if it is not passed before the unexpected and recommended legislation. The group probably won't leave the capitol before mid-July. Congressional leaders are hoping to complete the matter of the session by the end of July.

Sen. Charles Potter (R, Mich.), subcommittee chairman, who called off this week's slatted resumption of the hearings, has no preoccupation with the Army-McCarthy fracas, indicated by hopes

there will be no further postponement. Potter is a member of the Senate Investigations Subcommittee staging the Army-McCarthy hearings in letters that went out yesterday (4) stated:

"In the backwash of the recent convention there have been some indications of disturbance among television members of the association that my public remarks at the convention indicated a disposition to 'take sides' in the current WFTV discussions which are being heard by the Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee."

"Perhaps it is best to clarify this matter presently before the mis-understanding becomes magnified by further erroneous interpretation."

"My direction of the NARTB (Industry Board) will appear before the committee when hearings are held. I will not 'take sides' and, indeed, am not authorized to do so. In this as in other so-called 'segmentized' problems within the industry the association's testimony will be factual and unbiased—this is the benefit of the committee in its deliberations. This summary will be straight-forward, historical, chronological. Its objective will be to present developments in this country to date."

"In the preparation of testimony which is now in process, an association management and staff will welcome any suggestion by any members. Such suggestions should comprehend, of course, the limits now above within which the association's comments will be offered."

The advertiser will join with Scott Paper, which has already renewed for next season. CBS-TV's other sponsor for the hour-and-a-half Sunday afternoon show is J. Walter Thompson, which represents both Aluminum and Scott.

NEW YORK, June 8.—CBS-TV this week found its second client for next season's "Omni-Bus" program, a new network spot.

The advertiser will join with Scott Paper, which has already renewed for next season. CBS-TV's other sponsor for the hour-and-a-half Sunday afternoon show is J. Walter Thompson, which represents both Aluminum and Scott.

NEW YORK, June 8.—Heard Barnes has joined the CBS Radio network program department as producer-director of the new program in the creation of new program ideas.

Stages have been producing a "Stage Struck" for CBS Radio on a special assignment basis and have been moved up to the network according to its critical reception.

NEW YORK, June 8.—CBS-TV will have three hours of its late Saturday morning network time and will fall a high-water mark in sales for this day and these time periods. Latest clients by name are the Wander Company (Ovaline) and General Mills, which purchased 11-13:30 A.M. for a revival of the former advertiser's film show, "The Adventures of Tom Sawyer" in film section, this issue.

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SURVEY SAYS

Color Aid to Weak, Not Strong Segs

NEW YORK, June 8.—During the seventh stage, color television is being used to boost the appeal of otherwise weak TV shows, but it won't do much for the already strong attractions. This is a preliminary color finding of Scherwin Research Corporation, a leading program tests.

Scherwin aired two installments of the same show first in black and white and then in color version. The first program was well liked in monochrome, but gained no additional interest when screened in color. The second segment, on the other hand, got a poor reception in black and white, but when it was shown in color its liking score went up to a par with the first segment.

'Omnibus' Gets Second Sponsor

NEW YORK, June 8.—CBS-TV this week found its second client for next season's "Omni-Bus" program, a new network spot.

The advertiser will join with Scott Paper, which has already renewed for next season. CBS-TV's other sponsor for the hour-and-a-half Sunday afternoon show is J. Walter Thompson, which represents both Aluminum and Scott.

Barnes Joins CBS Radio

NEW YORK, June 8.—Heard Barnes has joined the CBS Radio network program department as producer-director of the new program in the creation of new program ideas.

Stages have been producing a "Stage Struck" for CBS Radio on a special assignment basis and have been moved up to the network according to its critical reception.

CBS-TV Sells Late Sat. Morning Time

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NBC Adds 2 Sustainers to Summer Plan

NEW YORK, June 8. — NBC Radio is moving two new sustainers into the summer plan. Monday nights 8-9, the network will feature an hour program which will feature a different name composer each week. For example, Rodgers and Hammerstein, Cole Porter, Jerome Kern and other name music writers will feature an hour program built around their compositions.

The network is also going to produce a series of "concert versions." This program will be much more ambitious than the "concert version" which has been held all over the world—Paris, Chicago, London and Hollywood.

The program will go into Sunday, 6-8:30. Being retained as a summer sustainer is Lawrence Oliver's "Theater Royal."

CBS Radio Near On Carson; Arnold Idea Is Dropped

NEW YORK, June 8. — CBS Radio this week was on the verge of concluding a deal with one of the most popular radio programs idea to feature another. The network is building a half-hour program to replace the late-evening stanzas for Jack Carson.

The network's programming brass believe that Carson may be a better job than the right kind of handling.

Being dropped, however, is a program idea that would have featured Edward Arnold and a booklet of jokes. During the summer, CBS Radio will slot one of its newest sustainers. "The Cobbs" and "The Dancers" show featured William Demarest and Hope Emerson, and is being produced by Hank Garson.

Shelby Named To NBC Post

NEW YORK, June 8. — Robert E. Shelby, former vice-president and chief engineer of NBC, has been named to the post of RCA as vice-president engineer.

Rates TV Tops in Info-Fun for Kids

WASHINGTON, June 8.—TV is tops for information and entertainment for young folks from 6 to 12, according to a new survey and radio, third, followed by movies and comics, according to a survey by the National Association of Broadcasters.

Based on a study by Prof. T. C. Bates of the University of Florida, the booklet says that most of the parents of children under 12 prefer TV programs on stories of great interest. The survey also found that most popular are programs based on children's stories, lives of famous men, special events and travelogues.

The study involved only 72 cents per year but apparently this is not by a Nordic chairman nor the Danish National Radio.

wished to know if he should pay the reduced "family" license fee or the full fee for this radio.

Some officials of DNR contend that a radio in a cow stable should pay the same fee, the full rate, as a radio in a house. Other retorts that cows are not human beings, and that a radio in a cow stable is not a radio.

To complicate the matter still further, the Danish National Radio has servants, radio sets in the stable and in the house do not come under the "family" listing and must pay full license fee.

The Danish National Radio is not in that as in most cases cows are not human beings, and that a radio in a cow stable is not a radio.

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WMAL Splits Tele, Radio Operations

WASHINGTON, June 8.—A reorganization of Evening Star Broadcasting Company, which is WMAL, to split its radio and TV operations was announced by Kenneth H. Bevel, WMAL vice-president and general manager.

This move follows closely a similar split of radio-TV station WJLA, the Columbia Broadcasting System Station WJLA, Inc. here.

In the reorganization, Charles L. Kelly has been named manager of WMAL's TV department, with Neal J. Edwards continuing as sales manager.

Robert W. Jones will be manager of the radio department, and will function as sales manager, and the Martin E. Levy will be radio program manager.

Berkley also said the organization was structured to separate the physical plant of the two operations, and to house together in the Evening Star Building the radio and TV departments.

NEW YORK, June 8.—J. Glen Taylor, General TeleRadio and Mutual Broadcasting System vice-president, has been named assistant to Tom O'Neil, president of General TeleRadio.

Taylor's scope of activities will be broadened to encompass all of General TeleRadio's properties. Up to now, his efforts have been concentrated on handling Mutual business.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING

FAVORITE STORY 1 MID 21:30
HOSKIN BAKER CROOK 8:30
SHORT THEATRE 7:30 TV THEATRE
TIME SQUARE PLAYHOUSE

1529 Madison Ave. • Cincinnati 4, Ohio
NEW YORK HOLLYWOOD

COT OPERATION

NBC's Souvenir Shop Accents Merchandising

NEW YORK, June 8.—Over the past several months, under the direction of Vice President COT, NBC has been stepping up the pace of its merchandising operation.

The items contain the NBC insignia and, in some cases where color-TV identification.

In production and on sale at the NBC souvenir shop are different items ranging from T-shirts to pens, and in some cases where color-TV identification.

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MEMO

from: MOLLY BEE

to: *Pinky Lee**Thanks! You're
the most!!*

P.S. Thanks to all you cats at NBC-TV
for your wonderful help.

CURRENT RELEASE

"STUFFY"

b/w

"IN THE PYRENEES"

with VAN ALEXANDER'S ORCHESTRA

Record No. 2790

ON TELEVISION DAILY . . .



The PINKY LEE Show
NBC-TV

5-5:30 P.M.—P.D.S.T. coast to coast

Personal
Management . . . *Cliffie Stone*



Film To Get Bigger Part In Networks' Fall Line-Ups

NEW YORK, June 5.—TV film will occupy more time on the TV networks next season than it has in the past, according to the present pattern of sales and cancellations.

At the present time there are 35 half-hour film shows in even-odd time on ABC-TV, CBS-TV and NBC-TV. The Du Mont web has not yet become a factor in the airing of vidfilm shows.

Seven of these 35 are expected to be off the air next season. But there are another eight film shows definitely slated to move into even-odd network time.

In addition, there are two film shows set to move into Saturday morning on CBS-TV.

The whole picture has by no means been drawn yet. There are still a number of ripe situations for which the film salesmen have been pitching energetically. And it is certainly not definite that any of the shows being canceled out will not be re-sold elsewhere.

"Fie on the Family" will probably not continue on ABC-TV. But the hour-long Walt Disney show and a new version of "Treasure Men in Action" will move more than fill in ABC-TV's film line-up.

Promotion for TVAB Run By Covington

NEW YORK, June 5.—The Television Advertising Bureau this week opened temporary headquarters at the New Weston hotel here and immediately started its promotional work under the direction of J. Edgar Covington, promotion director of ABC-TV, Charlotte, N.C., who is on temporary loan to TVAB to organize the promotional set-up for the entire executive committee to do meet here shortly.

Meanwhile, members are being asked to submit nominations for members of the board of directors. A nominating committee is expected to have its slate before the membership by the end of this month. Plans are now being set for a dinner early in July at which the board will be installed.

ABC Set On 'Hopalong'

NEW YORK, June 5.—WABC-TV here this week bought the hour-long "Hopalong Cassidy" for six runs from the NBC-TV Film Division. The first run is scheduled to go into the air in time period 10-11:30 p.m. on Thursday night and the last on the McCarthy-Army hearings.

Special opening and closings will be filmed by the station to help shape the features into spot programs. WABC-TV also bought "Victory at Sea" from the NBC film division.

GM Adds Shorts To Film Library

DETROIT, June 5.—General Motors is adding two new productions to its library of approximately 80 shorts available for television use—"ABC of Propulsion" and "Passing Flight". The first film is an 18-minute subject, devoted to the history and development, present-day science and application, and future prospects of wind-up jet development, present-day science and application, and future prospects of wind-up jet development, present-day science and application, and future prospects of wind-up jet development.

The second short, "Passing Flight," is a 13-minute production devoted to the history and development, present-day science and application, and future prospects of wind-up jet development.

CBS-TV will get "Lassie" sponsored by Campbell Soup on Sundays, 7-8 p.m. General Electric is dropping "Meet Mr. McNulty" and the "G.E. Theater." The former is due to be replaced by another Ray Milland film show. And the latter will be replaced by the higher priced MCA package which will be 13 weeks long.

CBS-TV is further losing "My Friend Irma," but it is to be replaced by another film show, "The Line-up."

"Film shows due to come out of the NBC-TV line-up next season are Dennis Day, "Mr. and Mrs. North" and "Man Against Crime." The Dennis Day time will be filled by "The Medic," which will be filmed.

Two sponsors have bought film shows for which no time has yet been designated. These are the new Ray Milland film show "The Line-up" and "Man Against Crime." The Dennis Day time will be filled by "The Medic," which will be filmed.

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ANTI-FOREIGN FILM

AFM Film Council to Seek Sponsor Support

HOLLYWOOD, June 5.—Advertisers who sponsor foreign-made film serials will be asked to replace, earlier characterized by the Anti-Foreign Motion Picture Film Council in the latter's attempt to drastically cut the production of foreign film for American consumption. This is the second step in the council's second step to prevent "run-away" foreign production of television for American markets and follows an unsuccessful attempt this week to secure unrestrained support from leading advertising agencies in the matter on behalf of their clients.

This position, however, was reportedly not acceptable to the Council, which earlier had indicated the second course of making representations to advertisers to take an affirmative stand on the Council's objection to the making of TV film abroad. As the Council stands, use of foreign made film in TV is being discouraged by the Council's action to the making of TV film abroad.

The Council, composed of union and non-union members, has 24,000 employees in the motion picture industry, reportedly was unanimous with the agency representatives since it contends agencies

point of the independent package it has been rough sledding so far. There are only three packages that have been made on new film series from independent producers. These are "Lassie," "Father Knows Best" and the June Haycock show. For the rest, "Medic," "Line-up," and Walt Disney are network deals; the new GE show is a part time deal.

Men has a previous network deal in a live version, "Captain Midnight" has not yet been picked by Wander in a somewhat different format, and Abbott and Costello have been in syndication by MCA-TV.

In view of the many and fancy entrants that have been and still are in the national sweepstakes, the odds have obviously been running high. However, there are still a number of live situations that the film salesmen consider very lively prospects indeed.

Colgate-Palmolive, for instance, is reportedly screening pilots to replace "Strike It Rich." An option had been taken on the Mickey Spillane show, but nothing has been heard of it. Considering film for its Friday, 8-9:30 slot on NBC-TV, from which it is dumping Dave Garraway and putting in "The Mark Twain" series.

General Foods is on the market for a film replacement for Red Skelton and "Captain Midnight." And Campbell is reportedly considering film shows to fill the "Soundstage" next season on NBC-TV Friday nights.

The Council, it was indicated, will level its arguments first at "run-away" advertisers, such as those handling beer. The group contends that foreign production is hurtling into the market and that specific instances of unfairness, such as a London-made telefilm which recently has been shown in the U.S. with a modern American background.

Earlier a Council spokesman had qualified its position, stating that there is some difference of opinion among delegates to the Council. Some would bar all foreign-made telefilm. However, a majority recognizes this blanket is unwise, such as in specific instances where the foreign-made telefilm is of high quality.

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Ziv Sets Up New Dept. for Sales, Serv., Dist. Prom. Pacts

NEW YORK, June 5.—Ziv Television Programs has set up a new business department to control sales, service, physical production, merchandising and promotion, personal appearances, labor and management relations, and other matters.

Bob Friedheim is heading the department as vice-president in charge of business management. Reporting to him are the sales manager, Frank Reed, operations manager, and Thomas Roush, sales manager.

The formation of the business department follows the re-organization of Ziv's sales staff earlier

NEW 15-MIN. FILM SERIES NAMED

NEW YORK, June 5.—In last week's story about the new quarter-hour film series now available in even-odd time, it was reported that two of the shows will be pitched directly for daytime slotting. The other two failed to make clear that those two, both soap operas, "The Family" and "The Family Jones," distributed by Motion Picture Center, Inc., and "The Family Next," distributed by Television Programs of America, Inc.

Seek Ban on TPA Showing Of 'Ramar'

NEW YORK, June 5.—A lawsuit calling for an injunction to halt the showing of Television Programs of America's "Ramar of the Jungle" series filed here in U. S. District Court, Inc. has been filed by the National Association of Broadcasters.

The suit, naming TPA, Arrow Productions and Columbia as co-defendants, alleges that Corbett, in turn, turned over to Arrow producers of the "Ramar" series, footage from a feature film, "Conquira," which "Conquira" footage, according to Explorers, has been integrated into the "Ramar" series.

Explorers claims it owns all TV rights to "Conquira," and that Corbett acted illegally in selling the footage to Arrow. Explorers has sued TPA for the feature in its "Big Game Hunt" series, which it distributes.

The feature was originally distributed theatrically by 20th Century-Fox in 1932 and was assigned to Cox Johnson in 1951. The same year, the feature was turned over to Variety Film Distributors, which has sold the rights to the feature to Explorers. It is claimed, Variety, no longer in business, listed the suit as co-plaintiff.

In addition to a demand for an injunction halting further showings of "Ramar," the plaintiffs are asking an undisclosed sum in damages and attorney's fees.

CBS-TV Synd On 'Lineup' Seen

NEW YORK, June 5.—CBS-TV Film Sales soon will put "The Lineup" into syndication. The lineup series has been bought by Brown and Williamson for its Friday evening, 10-10:30 time slot on the CBS network, which it will replace "My Friend Irma."

The cops and robbers vidfilm series immediately be available in markets not yet reached by its network sponsor. However, the series will be networked it will be ready for sale six months after it has played in the market.

"Dragnet," Tom Tully and Ward Bond, who are now making the program. Meanwhile, there is a good possibility that "My Friend Irma" will go into syndication soon.

Negotiations Offer for Sale Of MPC Studio

NEW YORK, June 5.—Despite continuing rumors within the industry that a deal near the sale of Motion Picture Center Studio, MPC's topper, Joseph Justman, this week issued a statement saying all negotiations had been dropped, but nevertheless left the door open for any future offers.

Justman Statement Halts Rumors But Door Still Open

HOLLYWOOD, June 5.—Despite continuing rumors within the industry that a deal near the sale of Motion Picture Center Studio, MPC's topper, Joseph Justman, this week issued a statement saying all negotiations had been dropped, but nevertheless left the door open for any future offers.

"For the past few weeks rumors have been persistent regarding the sale of Motion Picture Center Studio," Justman said. "It is true that negotiations have been in progress with several groups entering the possibility of a sale of the studio as well as numerous offers."

"After a short exploration we have decided to call off all negotiations," Justman said. "The studio will continue under the same management as heretofore."

The rumors vary widely and include a sale to a six-man syndicate headed by the late Harry Silver, including the giving to Screen Gems a long-term lease on the studio. The rumors also include a sale to a syndicate headed by the late Harry Silver, including the giving to Screen Gems a long-term lease on the studio. The rumors also include a sale to a syndicate headed by the late Harry Silver, including the giving to Screen Gems a long-term lease on the studio.

Also, the rumors had Desilu Productions in the market for MPC's studio. The rumors also include a sale to a syndicate headed by the late Harry Silver, including the giving to Screen Gems a long-term lease on the studio.

UTP Regional Offices Set

HOLLYWOOD, June 5.—United Television Programs, Inc. has established two regional offices in the Midwest and East. It was announced this week by Wynn Nathan, vice-president in charge of the company's vice-president.

John P. Rhors has been promoted to vice-president in charge of the Midwest office. He is currently headquarter in Chicago. Nathan appointed Tom McManus as Eastern regional sales manager with headquarters in New York, which is headed by Aaron Beckerman, company vice-president.

Chertok's Sheridan Pic 'Las Vegas' to Roll in Early July

HOLLYWOOD, June 5.—Jack Chertok Productions, Inc. has established two regional offices in the Midwest and East. It was announced this week by Wynn Nathan, vice-president in charge of the company's vice-president.

John P. Rhors has been promoted to vice-president in charge of the Midwest office. He is currently headquarter in Chicago. Nathan appointed Tom McManus as Eastern regional sales manager with headquarters in New York, which is headed by Aaron Beckerman, company vice-president.

Chertok has assigned Jacques Berne as producer of the new story edition of Columbia, and Dave Stevenson, formerly of the story department, to become producers because of the importance of the activities. Hoffe and Stevenson are handling the story material for the Sheridan series.

Put TV'S to work



ROD "CITY"

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105 Montgomery Street
EXbrook 2-8922

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3110 Yardley Drive, NW
ROanoke 2-4857

NEW ORLEANS:
5405 South Prior
University 6104



Book-of-the-Month Plans Fair Test of National Record Club

• Continued from page 1

from the regular, well-known books. Should the plan prove successful, the mammoth book distribution outfit will move into the record field in exactly the same fashion as it operates with book publishers — distributing

regular editions of selected books to subscribing customers. The move by BOM — another important sign of the constantly changing merchandising scene in the record industry. One of the more recent examples is the stilling-out westward distribution program by Popular Science Magazine.

The lower-priced promotional lines by both independent and major manufacturers, rack jobbers record clubs, etc., are other recent examples of the changes in merchandising and selling thinking.

Other Firms

The idea of a record-of-the-month operation is not a new one. It has been tried many times and planned even more times. Suc-

cessful operations in this vein have been conducted by record Guild and Young People's Records, both operated thru Greyhound. The same firm has also operated the American Recording Society and is now operating a new and similar subscription club for long playing classical recordings. The Concert Hall label has also operated successfully in this field.

Only recently, Columbia Records' tests of a record club stirred up much activity and noise in the record industry.

According to Roisin, BOM will use long playing records and of well-known musical works. First sessions staged by the book firm are slated for next Friday (11), but for promotional recordings.

Stan Freberg's Ticklish at East on Disks

• Continued from page 1

different wax versions on each, and still couldn't win their approval on a release. The libelous and/or slanderous implications of satirical disks are still a moot question, but Capitol's legal angles aren't anxious to be the first to put them to a test.

Even the "Point of Order" was cleared by Capitol's legal staff. Freberg still isn't in the clear on the record. Some networks and radio stations are highly edgy about airing it. Dave Garrow's early morning show "Today" on NBC-TV, for instance, vetoed playing the record, and Ed Sullivan declined to present it. In violation of the number on his CBS-TV program.

Nevertheless, the record is coming up fast, and Capitol chalked up approximately 10,000 orders in its first week of release.

Long Pact
Freberg has recently signed a new seven-year contract with the record company, which takes him a full 5 per cent royalty and is retroactive to April of this year. He originally signed a short term deal with the firm in 1950, and re-negotiated two more short-term pacts before Capitol finally decided satire was here to stay and drew up the long-term deal.

Capitol also signed Davis Butler, who shares co-writer credits with Freberg and also performs on his records. Butler's agreement also provided for him to record on his own as a kid's disk artist. Negotiations for Freberg and Butler were handled by their manager, Miles Auer.

NY Court OK's Fair Trade

NEW YORK, June 5.—The New York Court of Appeals yesterday (4) unanimously upheld the legality of fair trade laws in cases involving Sam Goody's rate reducer dealer. Goody, together with other rate reducers had appealed injunctions barring them from selling fair-trade merchandise, local establishments prices.

The Goody case concerned a dispute with Capitol Records, producer of the Cetra line of opera recordings. The first two last year from Cetra-Solara Records is the only substantial line of disks operating under fair trade price minimums. The line has been fair traded in several Eastern States.

Goody earlier had said that he would carry his fight against fair trade to the U. S. Supreme Court, if necessary.

Douglas, Aides Form Pub Firm

CHICAGO, June 5.—Law Douglas and his two helmsmen, Gloria Fox and Frank Lavigne, have announced plans to form a new publishing firm here. The new firm was responsible for such hits as "Why Don't You Believe Me?" "Pre-Recorded" and "Run Around." The firm moved into new offices of its own in the Kimball Building here this week. They will do general writing and arranging. Douglas was formerly associated with Brandon Music here.

MOA exec Meeting Skedaddled Study Young-Spier Plans, National Tax Issue, McCarran Bill

OAKLAND, Calif., June 5.—A special executive committee of the Music Operators Association of America has been scheduled to meet on July 16 at the Palmer House in Chicago. George A. Miller, president of the association, announced here Wednesday (2).

Miller said that although the major topic to be discussed would probably be the advisability of forming a third copyright organization, and/or a publishing company, latest developments of MOA's executive committee on the plan for combating the McCarran Bill and plans for a 1955 MOA convention would also be covered.

The board, acting in an advisory capacity, will go over the two proposed plans, a third copyright organization and a publishing company—and forward recommendations to local associations if a decision is reached. Both plans are designed to limit the effectiveness of royalty payments levied on juke box operators should an amendment of the Copyright Act be passed by Congress. Briefly, here are the two proposals:

Sacks Sees Day of '78's On Way Out

NEW YORK, June 5.—The switch to 45 r.p.m. as the standard for new releases of single disk jockeys was termed this week an omen of the eventual demise of the 78-r.p.m. disk in the pop single field, according to Manie Sacks, vice-president and general manager of Victor Records.

In a story last week, it was disclosed that Sacks had been at the National Association of Merchants convention in July.

Decca to Push 'Arab Nights'

NEW YORK, June 5.—Decca Records is reading a big promotion push for its original cast album of the "Arabian Nights" show at Jones Beach here, which will be released June 14. Meanwhile, Decca is releasing a series of singles from the score recorded by Guy Lombardo and his orchestra. "Been a Thousand and One Nights" is out this week.

Among promotion gimmicks planned for the album is a tie-up with Guy Lombardo's record manufacturer, which will send him a copy of the album and a delay when the album breaks. The Jones Beach show, produced by Guy Lombardo and penned by John Jacob Loeb and Carmen Lombardo, stars Laurit Melchior.

MOA exec Meeting Skedaddled

MOA's executive committee meeting was postponed to July 16 at the Palmer House in Chicago. The meeting was scheduled to discuss the advisability of forming a third copyright organization and a publishing company. The meeting was also to discuss the McCarran Bill and plans for a 1955 MOA convention.

(Continued on page 16)

At Big Annual Meeting RCA Outlines Projects

By IS HOROWITZ

ATLANTIC CITY, June 5.—RCA Victor executives and field men converged here in force yesterday (4) for its annual series of spring meetings to hammer out the company's program for the remainder of the year.

With the first two days confined largely to preliminary planning, business sessions will get underway today. General plans for a five-day convention will be outlined to the Victor execs today and are due to be refined after detailed reports from the field are received.

On Monday, record division brass will meet with the Victor home instrument department; the major topic scheduled for discussion is the "Listeners' Digest," to be disclosed to the trade at the National Association of Merchants convention in July.

The five-part agenda of the meet will take up in turn the status of the labels in the current classics, a revived jazz program, a revamp of the label's radio line, field men reports on prospects and the "Best Buy" fall promotion. Victor's subsidiary, LHM, and the promotion of Camden LP's will also come in for attention.

Kiddie Line

The most novel facet will involve the revamp of the Victor radio line. Field men will be told that the midget catalog is a tremendous money-maker and proven sellers almost exclusively. To a lesser extent the general public is interested in packaged titles will be followed.

Deletions have been made in the current catalog. The new catalog is 48 standard-price and the number of 45's in the catalog will be cut to 29.50. Some of the items are being reprinted, with fresh art to spur consumer interest.

EX-MAESTRO AND EX-ORK CUT WAX

NEW YORK, June 5.—A retired conductor and a disbanded orchestra held a recording session last week. The unique event took place under the auspices of RCA Victor Records and was headed by Arturo Toscanini and Victor Borge. The session was for remakes of portions of "The Masked Ball," a Verdi opera performed by the company many months ago. The album is slated for fall release.

'Young at Heart' Title of New Warner Flick

NEW YORK, June 5.—Publisher Sammy Valando conducted negotiations this week with Warner Brothers for use of the tune "Young at Heart" as the title of a forthcoming movie. The flick will feature Doris Day and Frank Sinatra. The agreement is for unlimited usage of the tune, encompassing both title and background use.

"Young at Heart" was penned by Carolyn Leigh and Johnny Richards, is published by Sunbeam Music. Valando's Broadway-based firm, Broadway Music, has built into a solid hit, "Young at Heart," Frank Sinatra disk on Capitol. Sheet music sales have passed the 350,000 mark, with another 15,000 copies out as the "Song of the Month."

The "Young at Heart" film is based on the old movie, "Four Daughters." No figures were revealed regarding the price paid by Warner for the unlimited use of the tune, but it is estimated at \$15,000.

Bluebird Classics
Bluebird classics, Victor's line of \$2.99 LP's, is being promoted by RCA Victor.

In a promotion to launch the revitalized midget line, Victor will offer dealers 100 per cent exchange privileges. The promotion may incorporate other features, such as a "Best Buy" fall promotion. Counter merchandisers and other dealer selling aids will be made available.

Hyped Sales Drive in Jazz Mapped at Merc Exec Huddle

CHICAGO, June 5.—Mercury Records held its record division meeting Friday (28) in the Chicago headquarters. All executives and regional sales directors were in attendance, as well as the heads of the record department.

Plans were divulged at the meeting concerning the firm's concerted drive into the jazz field via its new pop single label, Emarcy. The label initially started with a single release, "The EP's" as a basic catalog encompassing a types of jazz. The current "Point of Order" sale, being promoted by the label, was also discussed. The plan for the week, when the Jackie Gleason LP's were released, was also discussed.

Several changes in territorial assignments were also announced and discussed. The firm's new policy of trading men between territories in order to gain a greater knowledge of the industry as well as giving them an interest in the territory. Mercury has switched Lloyd Cook to Eastern regional director, and Arnold Silverman to Southern regional director. Dick Kiparkit, it was announced, has now been assigned

MPA Session To Study Disk, Sheet Relation

NEW YORK, June 8.—The Music Publishers' Association in New York City met last week to study the relationship of the sale of music to the sale of sheet music.

The all-day confab at the Warwick Hotel here Tuesday (8) will take up in turn recent copyright developments, production costs and problems, and common copyright violations. Four new directors will be elected, and the newly constituted board will meet the following day to name a president of the standard music organization.

The featured speaker will be George Marek, director of artists and repertoire for RCA Victor, who will address the meeting on the general topic. "The record business is a business," he will lead a discussion on how the sheet music and record departments of a music store complement each other.

The four directors whose four-year terms expire next week are Bernard Kohn, of Eikan-Vogel; Robert B. Kohn, of Eikan-Vogel; Hawkes; Ken Walker, of Bourne Music; and Fyfe Fischer, of J. & J. Music. RCA Victor, an MPA bylaws, directors cannot accept two consecutive terms.

Csida-Grean Ink Arnold: Mull Pact

NEW YORK, June 5.—Caldwell Grean's this week concluded negotiations with Eddy Arnold. The management firm will represent the folk star on radio, TV, movies and legit. Arnold is the latest performer to be signed by Caldwell-Grean, the first being Kathy Godfrey, radio-TV comedian.

Joe Csida, of the management firm, will work closely with the production department of William Morris Agency, which books Arnold. A TV film series is now being planned for the country warbler.

The music publishing side of the deal, which was joined by Caldwell's Trinity and Towne Music firms as general manager, Burton is bringing his own firm, Edgar Music, into the Trinity operation, but it will continue under its own name.

Peatman Chart Is Extended

NEW YORK, June 5.—The Peatman chart, one of the greatest TV audiences will be extended from 20 to 30 times starting next week. The chart, which was first introduced in 1953, was caused Dr. Peatman to extend the chart 20 TV times was extended.

The TV listing is being extended due to the increasing importance of the chart in the advertising "reality." Many publishers have asked for the longer chart, and the Peatman chart was supposed to take place in September, but was moved up to June due to requests.

Petrio Reports on Employment, Disks

Record Figures Coincide With RIAA; 5,992 Sessions Held During 1953

NEW YORK, June 5.—James C. Petrio, president of the American Federation of Musicians, this week said his organization's membership for the year, which will hold its 37th annual convention in Montreal, July 14. Highlights of the report were statistical information concerning production of phonograph records and the employment of musicians in all fields during 1953.

Record production figures released in the Petrio report coincide with those released last week by the National Recording Association of America. According to the statistics, last year's production of records by the

AFM musicians since 1943 were as follows:

Speed	Unit	Retail Value
78	123,177,106	\$8,726,804
45	42,316,422	\$3,421,460
LP	9,386,217	\$1,217,777
LP	973,738	\$28,147.78
Totals	133,493,483	\$11,706,067

Petrio's report also notes that there were 5,992 record sessions held last year, employing 51,997 sidemen; 6,089 leaders working 62,443 hours to cut 244,885 records. The sidemen earned from these sessions a total of \$1,818,953. During the leaders' season totaled \$449,533.

In 1953, union musicians produced 7,048 15-minute transcriptions and earned \$1,613,069 from transcription work.

The president's report also contains a survey of symphony orchestras which points out that there are 32 major orchestras employing musicians on a weekly basis and 130 symphonic groups which employ major orchestras on a contract basis. Petrio estimates that the cost of major orchestras is close to \$1,400,000.

(Continued on page 22)

Muzak Plans Tape Player Conversion

NEW YORK, June 5.—Another weapon in the juke box operators' arsenal to capture locations which have resisted the onslaughts of the music machine is being offered by the Muzak Corporation, which began selling functional background music as a manual disk operation 20 years ago.

Muzak announced this week that it is converting the bulk of its nationwide service to functional music to a magnetic tape playback machine which claims cost far less to operate.

The Muzak Corporation's executive, said the sales program for the new tape machine will be handled directly by juke box operators. This announcement comes in the wake of the Muzak Corporation's recent move to New York City.

(Continued on page 22)

Kenton Jazz on Capitol's Blue Label?

HOLLYWOOD, June 5.—Tentative plans for releasing the "Kenton Presents" series (The Billboard, June 5) call for the possible blue of the jazz line on the firm's Blue label, retailing for \$1.00, tax included.

The not firmly set Cap execs in New York and Hollywood have taken the question of price policy lightly for the time being. Capitol's Blue label has been used in the past for special music releases, i.e., special kiddie releases, Yma Sumac, etc. Kenton left no doubt for New York and Hollywood with his manager, Bob Allison, presumably for discussions in connection with the new Capitol line. Both are scheduled to return here next week.

Initial plans for "Kenton Presents" also call for use of a special release identifying the jazz series.

Women's Club Org In Juke Bill Act With Resolution

WASHINGTON, June 5.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks has received a copy of a resolution adopted by the General Federation of Women's Club voicing concern "about exemption from copyright laws which practice can be inequitable in the copyright laws." The Senate subcommittee, headed by Sen. Alexander Wiley, is currently considering the copyright bill to end the exemption from copyright laws of juke box plays of phonograph records.

The General Federation of Women's Clubs will meet at a convention in Denver Tuesday (1), stated: "We are concerned because we believe that copyright laws which in practice

(Continued on page 22)

FIARIS HONOR TONY MARTIN

HOLLYWOOD, June 5.—More than 500 guests will fill the Crystal Room of the Beverly Hills Hotel here Sunday (6) for the Friars Club testimonial dinner for Tony Martin. Event will mark one of the few occasions to be granted national television coverage by NBC cameramen.

A list of civic notables, including Los Angeles and Beverly Hills Mayor Norris Poulson, will be in the corps in addition to entertainment host Samuel Goldwyn, Jack Benny, Ronald Reagan and Academy master George Jessel, will share the dais.

The testimonial will honor Martin, "who for more than 20 years has devoted himself to many of the causes."

M-G-M Gets Duchin Story for Biopic

HOLLYWOOD, June 5.—The life story of banjo leader Duchin has been purchased by M-G-M Pictures and is slated for production by the studio next year. Announcement of the biopic for the studio was made by studio head Dore Schary. No plans with respect to music or possible work by other musical men by Duchin by Edmund Purdom, were made.

Duchin, prior to his death, recorded for Columbia Records.

Fresh Crops Open In Country Field

Plenty of Room for New Names, Styles, Ideas; Industry Maintains Growing Pace

By JOEL FRIEDMAN

HOLLYWOOD, June 5.—There's room in the country music field for new talent, room for a fresh crop of artists to take over the niche long occupied by the veterans in the business. The recent development of new stars and new concepts and western fronts is an avid indication that the field continues to keep pace with other music business facets. And the fresh batch of names that have cropped up have stimulated the field with new styles, new ideas, original songs. The proof of the pudding remains with the buying public which unquestionably has indicated its approval of the new names.

Paradoxically, the arrival of new names on the country and western horizon hasn't harmed the position the established veterans occupy in the field one iota, but has generated more enthusiasm than at any other previous time.

The development of new talent is not an isolated pattern with respect to names but rather a claim to discovering a star. The basic "3's" of the country build—strong, young, and sexy—play an important part in get-

ting an artist off on a proper start. In recent years, the most potent means for the exposure of new talent continues to remain the commercial radio, but both major and independent companies have been successful in finding new names that have made the grade in recent years.

Generally, the new artists that have scored have not been "flash in the pans" but have demonstrated staying quality by continually coming up with solid hits. In addition, they have established themselves on firm footing on the personal appearance circuit and as regulars on many of the radio- and television jamborees throughout the nation.

Proof that there's room in the country field for new names is seen in the enviable record established each year by one record company alone—Abbott (Continued on page 22)

WARING DAY

Tradesters Set for Pa. Clambake

NEW YORK, June 5.—More than 175 tradesters are expected to attend the first annual "Tradesters Day" today (6), when the plunger fraternity, artists and repertoire men and performers gather for a musical golf tournament and clambake at Fred Waring's Shawnee Inn, Shawnee-on-the-Delaware.

For the first time in the history of the annual spring event, the A.R. execs will be in non-alcoholic company. Among the tradesters attending are such record executives as Hugo Weinztraube, Joe Carlione, Jerry Wexler, Randy Wood, Dave Kapp, Jimmy Holtzman, and Les Paul. Also attending are Art Tatum, Marty Hoffman, Luigi Creatore, Milt Gabler, Luigi Perrelli, Paul Cohen and Harry Belafonte.

Also attending will be the trade press, name talent, and, of course, the tradesters' wives. Fred Waring and his troupe of musicians will be the featured attraction. Day clambake will actually begin on Monday (7), when many of the tradesters will be in Pennsylvania State line, but the golf tournament, after a few days of general festivities will not take place until Tuesday.

Copyright Office Appropriation Cut Slows Service to Music Trade

WASHINGTON, June 5.—The music industry will face a slow-down in service from the U. S. Copyright Office next year if the Senate goes along with a House-approved bill to cut the Copyright Office's appropriation for the coming fiscal year.

The House action bill as passed in the House would give the Copyright Office a flat \$1,000,000 for fiscal 1955, a 10 per cent cut from the \$1,100,000 for the current year's outlay. Because a major part of the Copyright Office's budget is for copyright registrations is anticipated for next year, the agency has re-

quested an outlay of \$1,153,000. If the Senate goes along with the House-passed measure, the Copyright Office sees no alternative except to reduce its 240-man force to 20 to 30 workers despite the mounting number of copyright registration requests pouring into the office.

The Copyright Office is seriously disturbed by the House's action, judging from communications received from Capitol Hill.

Capitol Hill officials say the House's action is a serious blow to the music industry, as the House's action would cut the Copyright Office's budget by about 4 per cent above last year's \$1,100,000 and is expected to drop to around \$1,000,000 next year, which would represent a 10 per cent decrease since 1950.

About a fourth of copyright registrations normally are for musical compositions.

The rising workload plus the need to reduce personnel, it is pointed out, would cause a slow-down not only in handling the

(Continued on page 22)

KRIEGSMANN

May Branch To Pkg. Biz In Big Way

NEW YORK, June 5.—A writer-publisher, James Kriegsmann, will branch out into the TV packaging business in a series of deals this current fall. The current deal is a package of Broadway music, payoffs as expected. Last month Kriegsmann was paid \$250,000.

(Continued on page 22)

De's, Dealers Opp Ask For Op Pushups

NEW YORK, June 3.—More than 240 disk jockeys, dealers and operators, located in cities outside the 10 major markets in which "Operation Pushup" is now in full swing, have thus far requested The Billboard promote the drive to stimulate the sale of records and purchases of records during the summer months. Seventy-five requests have been received by dealers, 145 from disk jockeys, and the remainder from juke box operators.

Meanwhile, the drive to stimulate the sale of records and purchases of records during the summer months is being carried out by the separate kits for the dealers, operators and juke boxes being mailed to the dealers, Chicago, Los Angeles, Philadelphia, Detroit, New York, San Francisco-Oakland, Pittsburgh, Cleve-

land and St. Louis.

This coming week, the dealer kits containing attractive and effective point of sale and mail order material will be in the field on Monday (7). The same day, disk jockeys will receive kits containing exclusive programing material, and the remainder of the kit, while operators will get buying and programing kits containing listings of the best new records along with free tie

The top volume dealers in each of the 10 major markets will be visited by special merchandising field men of the Reuben H. Donaghy Company, who will work with the retailers in posting the point-of-sale material.

The "Play Your Juke Box Week" campaign is the outgrowth of the Billboard 68th anniversary of the music machine and will be spearheaded by The Billboard. This year's campaign already has the cooperation of many trade associations, manufacturers, and distributors. Details begin on page 66.

To promote juke box week at the location level, operators will be able to obtain color posters for their Wurlitzer, AMI,

Juke-Box Week Co Op With D.J.'s, Dealers

CHICAGO, June 5.—"Play Your Juke Box Week" June 28, will see juke box operators working closely with disk jockeys and record dealers across the country in a mutual co-operative campaign to promote the sale of records.

The "Play Your Juke Box Week" campaign is the outgrowth of the Billboard 68th anniversary of the music machine and will be spearheaded by The Billboard. This year's campaign already has the cooperation of many trade associations, manufacturers, and distributors. Details begin on page 66.

Rock-Ola, and Seeburg Distributors Expected to Flash the Poster During the Week-Long Drive. Record Retailers will Receive This Material for Posting in Their Windows or at their counters in the merchandise kits being mailed them. The Billboard is also distributing a poster to the record retailers, which will be posted in their windows or at their counters in the merchandise kits being mailed them. The Billboard is also distributing a poster to the record retailers, which will be posted in their windows or at their counters in the merchandise kits being mailed them.

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Strong Array of Witnesses Set for Howell Bill Study

WASHINGTON, June 5.—The Howell Bill to widen the scope of Federal copyright law will include music and give greater recognition to music, ballet, theater, TV and radio. The bill will be introduced from a parade of witnesses at a hearing in the House on Tuesday (7) before a House Education and Labor Subcommittee.

Witnesses Dr. Howard Hanson, National Music Council president, and the American Federation of Musicians; Lawrence Tibbett, American Guild of Musical Artists; strong testimony from a parade of witnesses at a hearing in the House on Tuesday (7) before a House Education and Labor Subcommittee.

Decca Div. Is 17 1/2c Share

NEW YORK, June 5.—Decca Records Inc. has declared a regular quarterly dividend of 17 1/2 cents a share on the company's common stock, payable to stockholders of record June 21. The corporation also announced that it has repurchased 100,000 shares of Decca capital stock for \$1,750,000. The repurchase was announced in conjunction with the Universal Pictures stockholders tendering Universal stock on or before June 15, 1954, to receive the picture company's 25-cent quarterly dividend.

SP Eyes 450G Gross At D. C. Amphitheater

BULLS-EYE MUSIC, INC.
6526 Selma Ave.
Hollywood, California



THE NATION'S MOST POPULAR BEST SELLING NEW RECORDS!!

BING and GARY CROSBY

THE CALL of the SOUTH

and

CORNBELT SYMPHONY

29147



GEORGIE SHAW

SOMEBODY ELSE'S

LOVE SONG

and

WONDERFUL

29160



BILL HALEY and His Comets

(WE'RE GONNA)

ROCK AROUND THE CLOCK

THIRTEEN WOMEN

29124



The MILLS BROTHERS

GO IN AND OUT THE WINDOW

A CARNIVAL IN VENICE

29115



JACK PLEIS

And His Orchestra and Chorus

AH RI RUNG

ROSANNA

29174



THE TWO BEST SELLING RECORDS IN AMERICA!

KITTY KALLEN

LITTLE THINGS MEAN A LOT

I DON'T THINK YOU LOVE ME ANYMORE

29037



THE FOUR ACES

THREE COINS IN THE FOUNTAIN WEDDING BELLS

(ARE BREAKING UP THAT OLD GANG
OF MINE)

29123



*America's Fastest
Selling Records*



music for every mood

COLUMBIA'S

fast-selling 12-INCH *POPULAR ALBUM LINE!

for show music!

PERCY FAITH plays "KISMET"



PERCY FAITH and his Orchestra

12-inch "1p" CL 550

for hilarious fun!

COMEDY IN MUSIC



VICTOR BORGE in his one-man show

12-inch "1p" CL 554

for romantic moments!

MOOD MUSIC by PAUL WESTON



PAUL WESTON and his Orchestra

12-inch "1p" CL 557

for every month of the year!

ARTHUR GODFREY'S TV CALENDAR SHOW



ARTHUR GODFREY and all the Little Godfreys

12-inch "1p" CL 571

for superb dance music!

ONE NIGHT STAND



HARRY JAMES and his Orchestra

12-inch "1p" CL 552

for Latin-American moods!

DANCE WITH CUGAT



XAVIER CUGAT and his Orchestra

12-inch "1p" CL 557

for dancing time!

DANCE THE FOX TROT



Harry James, Sammy Kaye, Dick Jurgens, Les Brown, Tony Pastor, Woody Herman, Ray Noble, Hal McIntyre, George Sheave

12-inch "1p" CL 553

for musical reminiscing!

EASY TO REMEMBER



THE NORMAN LUBOFF CHOIR

12-inch "1p" CL 545

for today's jazz at its best!

JAM SESSION COAST-TO-COAST



EDDIE CONDON and his All-Stars
and the RAMPART STREET PARADERS

12-inch "1p" CL 547

ORDER TODAY! Mail this coupon to your distributor:

CL 550 _____ CL 571 _____ CL 553 _____
CL 554 _____ CL 572 _____ CL 545 _____
CL 557 _____ CL 573 _____ CL 547 _____

Name _____

Address _____

*the fastest selling popular album line
a dealer can stock!



COLUMBIA RECORDS

"Columbia" and "1p" Trade Marks Reg. U.S. Pat. Off. Maceos Registrados. Printed in U.S.A.



*of all the wonderful "Rose" songs
ever recorded—and there have been many—
this one by*

DORIS DAY

ranks with the greatest

Someone Else's Roses

b/w Kay-Muleta

**COLUMBIA
RECORDS**

40234 (4-40234)

"Columbia" and  Trade Mark's Reg. U.S. Pat. Off. Marcos Registered.





ALAN DEAN

WHO'S I AM AFRAID A MAN

MGM 11747 78 rpm
K 11747 45 rpm

BETTY MADIGAN

JOEY

AND SO I WALKED HOME

MGM 11716 78 rpm
K 11716 45 rpm

BILLY ECKSTINE

TEMPORARILY
BLUE
and
BELOVED

(From the MGM Film
"The Student Prince")

MGM 11744 78 rpm
K 11744 45 rpm

NO ONE
BUT YOU

From the MGM Technicolor Film
"Flame and the Flesh"

and
SEABREEZE

MGM 11712 78 rpm
K 11712 45 rpm

UNFORGETTABLE BEAT!
UNFORGETTABLE SOUND!
UNFORGETTABLE RENDITION!

**DICK HYMAN
TRIO**

UNFORGETTABLE

OUT OF
NOWHERE

MGM 11740 78 rpm
K 11740 45 rpm

GEORGE SHEARING

QUINTET

I'VE NEVER
BEEN IN
LOVE BEFORE

MAMBO
INN

MGM 11754 78 rpm
K 11754 45 rpm

M-G-M is First with the Nation's Newest Hit!

**LEROY
HOLMES**

and
his
Orchestra

THE HIGH MIGHTY

Infectious Themes from the Warner Bros. Film "The High and the Mighty"

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

HANK WILLIAMS

A HOUSE
OF GOLD

and
HOW CAN YOU
REFUSE HIM NOW

MGM 11707 78 rpm
K 11707 45 rpm

**HARVEY
NORMAN**

BY MY
SIDE

and
A DIM
CAFE

MGM 11728 78 rpm
K 11728 45 rpm

FREDDIE MARTELL

Orchestra conducted by
Mario Cortez

HEARTACHE

and
BURNING DESIRE

MGM 11730 78 rpm
K 11730 45 rpm

PAT O'DAY

SHOW ME THE WAY
TO LOVE YOU

TRY TO IMAGINE

MGM 11781 78 rpm
K 11781 45 rpm

BLUE BARRON

and his orchestra

**DO
YOU!**

and
WHISTLING IN
THE RAIN

MGM 11746 78 rpm
K 11746 45 rpm

MICHAEL FREDERICKS

and his orchestra

**EARLY
SUMMER**

and
WILD
MANGO

MGM 11748 78 rpm
K 11748 45 rpm

SLIM BRYANT

THE GAL WITH THE
COAL BLACK HAIR

and
THE GOLDEN TRAIN

MGM 11749 78 rpm
K 11749 45 rpm

WEISS FIGHT

B'way Tunes Barred Before London Bows

LONDON, June 5. — Capitol's European representative Bob Weiss is having a battle here to break down the barrier which blocks the pre-release of top American show tunes in England and on the Continent.

The custom is for producers to have an agreement with Broadway hit tunes are not played here until after the show has opened in London. The idea is to keep the tunes fresh, so the public isn't weary of them by the time the London production of the musical is set up, often several years after its original Broadway opening.

Weiss counters by citing old-time favorite operettas whose tunes have moved into folklore of a nation, and yet still draw them in on revival.

AFN Programs

Taking the edge off freshness, too, are the daily record programs over the American Forces Network in Germany to which millions of Europeans tune in.

Currently, Capitol is sitting on two of Cole Porter's songs, "Can-Can"—"Aller Vous En" by Key Star and "I Love Pudding" by Les Baxter, which cannot be released here until the show is premiered in Europe.

Altho no decision has been reached, Weiss is huddling with Chappell Music and has talked with Cy Feuer, co-producer of "Guys and Dolls" and "Can-Can," and hopes for some re-adjustment of the position.

Kohn's Unknown LaDelle Is Known

NEW YORK, June 5. — Broadway's Roy Kohn was as busy as lining up namesake last week new set, singer-musician Jack LaDelle. Manager Kohn negotiated a recording contract with Columbia and a 30-minute radio show over WNBC here for LaDelle, who was practically unknown a few weeks ago.

LaDelle's "Musical Scrapbook" will replace the Faye Emerson show on the NBC flagship, beginning June 14 from 12:30 to 1 p.m. daily. His first Columbia disk, which also features LaDelle's multi-instrument playing, will be released in a couple of weeks.

Fem Mag Honors New Fisher Album

NEW YORK, June 5. — The Woman's Home Companion magazine has selected the new Eddie Fisher album, "Broadway Classics," as the magazine's "record of the month" for July. The disk, a single EP package, will be highlighted in the magazine along with a picture story on Fisher and his fan parties.

BCA Victor, meanwhile, is planning a special promotional record for disk jockeys containing highlights from the EP set.

Kriegsmann

• Continued from page 19

man made up a package of still photos to illustrate the lyrics of "St. Marie," which BMI sent to 400 TV stations in a bid to build video coverage for Bob Stewart's M-G-M recording of the song. The three-minute photo-shows, which BMI presented to the stations gratis, ran Kriegsmann about \$700 for some 4,000 prints. However, if he decides to package similar TV photo stories for other publishers, Kriegsmann says he could cut costs down to around \$300 by using cheaper stock and setting up the service on a quantity basis.

He used a special low-contrast stock (particularly suited for TV pick-ups) for the "St. Marie" photos. Each package includes 8-by-10 still pictures with each photo set up to illustrate a different line of the song while the record is played off-camera.

WESTERN STARS TO FETE NUDIE

HOLLYWOOD, June 5. — Nudie, veteran San Francisco Valley tailor to Western stars, will receive a testimonial luncheon on Monday, June 7, from a group of Nudie-dressed personalities who want to "repay his friendship."

Roy Rogers, Tex Williams and Rex Allen, self-appointed committeemen in charge of the affair, will host the tribute.

Scheduled to attend are Western stars Gene Autry, Pee Wee King, Tex Ritter, Pat Buttram, Eddie Dean, Tim Spencer, Jimmie Wakely, Hank Thompson, Doye O'Dell, Merle Travis and Smokey Rogers. In addition to a flock of movie personalities for whose Nudie has designed clothes.

Cranston Ballroom Books Name Orks

NEW YORK, June 5. — Abe Feinberg, handling the bookings for Rhodes on the Patuxent, a ballroom at Cranston, N.J., is currently setting a flock of name bands for the spot's jubilee summer season. The latest conducted by Feinberg is Guy Lombardo, who is booked for June 12. Jerry Vale played the spot this week, and Johnny Long's orchestra is booked for June 19. The latter will be followed by Ray Anthony June 8 and Jerry Gray on June 9.

Feinberg is still negotiating for additional names for the ballroom, which is playing bands every Wednesday and Saturday through the entire summer.

Hyped Sales

• Continued from page 18

the Mercury branch office in Nashville.

Also announced was the acquisition of two new distributors in the Mercury sales line-up. These are Music City Record Distributors, Nashville, Tenn., who will cover the eastern half of the State and Southern Kentucky; and the Glenn Allen Company, Mississippi, which will cover the western half of the State, Mississippi, Arkansas and Louisiana. This change was brought about when Mercury decided to drop its independent branches in these cities in favor of better service and more thorough selling job because of local set-ups.

Attending the meeting were L. B. Green, president; Art Talmadge, vice-president and general manager; Irwin H. Steinberg, treasurer; Morris Price, vice-president in charge of sales; Kenny Myers, promotion director; Bobby Shaw, rhythm and blues area man; Wilma Coast, classical administrator; Ronald Wise, classical sales manager; and Johnny Sippl, West Coast regional director.

Sacks Sees Day

• Continued from page 18

turers will convert their deejay services to 45-r.p.m. by the first week in July (The Billboard, June 8). In Victor's case, the changeover will take place on July 1, Sacks said.

As for Sacks' new record, popular records shipped to more than 2,000 radio stations throughout the country as part of an over-all conversion to the 45-r.p.m. system and represents a logical follow-up to the juke box conversion that has already taken place in Sacks' territory.

More Than 50 Per Cent

Pointing out that the newer speed now accounts for "more than 50 per cent of all single record sales," he predicted that "conversion of the disk jockey service at this time anticipates the day when the 45 system will completely replace the 78 speed."

To ease problems of conversion that might be encountered by radio stations, Sacks is making available an adapter plate for use on broadcast turntables.

The device changes the center pin dimensions to the proper dimensions for 45s and also provides support for the music area of the record, and to make changeover easier and preclude mislay due to warpage. The adapter plate lists for \$3.50.

UNPRECEDENTED RELEASE ON CORAL!



FROM THE MOTION PICTURE

THE HAUNTING TITLE THEME

THE

3 GREAT RECORDINGS

JOHNNY DESMOND #61204

HIGH

AND
THE

MIGHTY



GEORGIE AULD #61205



(soon to be released)

DIMITRI TIOMKIN
ACADEMY AWARD
WINNING COMPOSER



UNPRECEDENTED RELEASE ON —



JUNE IS
JONI JAMES
MONTH

OVER

Joni

200,000 RECORDS SOLD

IN A GARDEN OF ROSES



MGM 11753 (78 rpm) • K11753 (45 rpm)

James

THE FIRST TWO WEEKS

JUNE IS
JONI JAMES
MONTH

JUNE 1954

SUN

WED

THU

FRI

SAT



6

1

EVERY
DAY

2

9

20 21 22

27 28 29



MGM 11753 (78 rpm) • K11753 (45 rpm)

CORAL
RECORDSEYE
GORME

sings

CLIMB
UP THE
WALL

and

Tea for Two

CORAL 61189 (78 RPM) and 9-61189 (45 RPM)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of Bette Records, Inc.)

Fresh Crop in Country Field

• Continued from page 19

Records, and its subsidiary firm, Faber. Under the aegis of Faber Robison, the Abbott-Faber labels have established such names as Mitchell Torok, Jim Reeves and Ginny Wright, all of whom are currently in the c.w. limelight as a result of several disk successes. The forgoing trio kicked off such hits as "Mexican Joe," "Bimbo" and "I Love You."

Reeves, Torok and Miss Wright are currently engaged in a series of personal appearance tours, and have been in big demand for guest shows on such shows as the Pee Wee King, TV show, the "Louisiana Hayride," the "Big D" in Dallas and others.

New Names

Darrell Glenn, who achieved nation-wide attention via his Valley recording of "Crying in the Chapel," is currently featured on RCA Victor Records. Other new names who came into prominence in recent years include Jean Shepard and Ferlin Huskey on Capitol Records, Slim Willett, Hank Locklin, Audie Andrews, the Davis Sisters, Charline Arthur, Joyce Moore, Arlie Duff, Mac Wiseman, Del Wood, Slim Whitman, Faron Young, Sonny James, Rudy Granzell, Yvonne O'Day, Freddie Hart, Herb Henson, Tommy Collins and countless others.

The major talent agencies throughout the country, firms such as Jamboore Attractions, Americana Corporation, WSM Artists Bureau, WWA Artist-Service, point to the current list of top tunes as an indication of the inroads the newer names have made in the country field.

Of equal importance, the "fresh men" in the field are being recognized with wide enthusiasm on the personal appearance circuit as well. These same agencies continue to look for additional names in the realization that trends in music constantly change.

Evidence that the younger crop of c.w. artists aren't crowding the veteran in the field is given in the enviable record that such names as Eddy Arnold, Ernest Tubb, Red Foley, Roy Acuff, Hank Thompson, Pee Wee King and others have established and continue to make.

Room for All

Rather than taking a step backward, these artists are more firmly entrenched in the top run of the c.w. picture than ever before, and contribute mountains of disk hits thruout the year.

Traders believe that much of the reason for the spurt in popularity of the new names lies in the theory that song material and the individual treatment of same, is all important today, as opposed to a given artist's following. Equal attention is paid to the merit of a tune as it is paid to who it shall be recorded by. The general decline of artist worship in all fields is pointed out by the great number of record releases that reach the disk market each month, with the record companies aiming to create hits of their own.

In addition to the many new artists on the c.w. scene, a like number of new song writers have gained prominence, each of whom is currently contributing fresh ideas and approaches to the field.

Promotion Efforts

Aware of the importance of the phonograph record, the talent agencies make specific effort to promote the shows they book

with disk jockeys and music operators in almost instantaneous, a local disk jockey with wide following is engaged to emcee a personal appearance by a visiting troupe of country stars.

Sheriff (Tex) Davis, WLOW, Norfolk, recently handled the emcee chores at a "Grand Ole Opry" presentation in the Norfolk forum there. Davis reports that "Shake a Leg," a new release by the Corlises who were featured on the show, was specifically sent to him in advance of his emcee assignment in an effort to not only promote the new song, but attract listener attention to the group as well.

This pattern is repeated in live shows thruout the country, and extends to the juke box operator as well. Personal representatives of talent covet the juke box market because of the latter's promotional value, as well as its heavy buying power.

The new artists have become established in the country and western field isn't singularly significant. It does reflect, however, the growth of the field and its ability to continually progress. If the few years just passed is an indication, there's no doubt that country music is here to stay.

Petrillo Reports

• Continued from page 19

a year and that practically all the disks operate at a deficit.

Radio Employment

Radio employment in 1953 installed 1,722 men who earned nearly \$14,000,000. Single engagements commenced, and broadcast employment gave the musicians an additional \$2,600,000. The union's men in the United States, Canada and Puerto Rico earned \$18,590,558 thru radio work.

In television employment, reports Petrillo, the radio staffs are often used. Only 127 AFM members have steady employment on TV. Total monies earned from television was \$6,866,615.

The theatrical field employed 824 men in vaudeville, and presentation houses, 1,735 men dramatic and musical shows, 739 in opera and ballet, 183 in burlesque, and 13 organists. The 484 men regularly employed in the theatrical field earned a total of \$4,680,953.

The major Hollywood motion picture studios have 339 men under contract at minimum annual guarantees of \$7,953 each. Gross earnings of these men will go to \$1,281,123. An additional 6,636 men earned \$66,345. The latter independent producers paid \$358,628 to musicians.

Women's Club

• Continued from page 19

can lead to inequities in various fields (such as is now evident in the use of musical compositions in coin-operated machines without compensatory payments). The resolution voiced support of "legislation to adjust the copyright laws which will remedy inequities which now prevent the application of principle upon which the copyright laws are based and the rights which they were intended to protect."

Cut Slowing Service to Trade

• Continued from page 19

ling and returning of copyright registration forms, but in publishing catalogs of registered copyrights and in handling copyright searches.

In the last fiscal year, 5,578, or 60 per cent, of some 9,600 searches made by the copyright office involved musical work, with most of the requests for searches coming from New York City, Chicago and Los Angeles.

Any slowdown in the handling of copyright registrations would be all the more income inasmuch as the service is supported by fees paid by the music and publishing industries. The Copyright Office is one of the two units in the Library of Congress which is self-supporting. In fact, it is one of the few in the entire government which can claim to be self-supporting.

Whether the Senate will act on the Copyright Office's appropriation before the beginning of the new fiscal year July 1 is a matter of conjecture because of Senator Mundt's preoccupation with the Army-McCarthy hearing. If the

Senate restores the \$153,000 which the House has cut from the Copyright Office appropriations for fiscal year 1955, the House will go to a joint Senate-House conference committee to adjust the differences between the two measures.

In the fiscal year which ended last June 30, the Copyright Office brought in fees amounting to \$485,300, which went directly to the Treasury Department. In addition, the Copyright Office has increased the Government's accumulation of books on other valuable materials by an estimated \$500,000. These materials, sent to the Copyright Office along with copyright registrations, requests, have been added to the Library of Congress's collection at no cost to the Government. Up to the Copyright Office brought in \$1,345,000 in fees and materials last fiscal year, or \$250,000 more than Congress appropriated for the agency's operation in the last fiscal year.

THE MOST CONSISTENT HITMAKERS ON RECORDS!



THE HILLTOPPERS

TRYING (15018) . . . MUST I CRY AGAIN (15034) . . .
IF I WERE KING (15045) . . . P.S. I LOVE YOU (15085)
I'D RATHER DIE YOUNG (15085) . . .
TO BE ALONE (15105) . . . LOVE WALKED IN (15105) . . .
FROM THE VINE CAME THE GRAPE (15127) . . .
TILL THEN (15132) . . . POOR BUTTERFLY (15156)

HIT AFTER
HIT AFTER
HIT!

and now

THE RECORD DESTINED
TO TOP THEM ALL!

SWEETHEART

(WILL YOU REMEMBER)

and

THE OLD CABARET

•• *Dot* RECORDS ••••• DALLAS, TENNESSEE ••••• PHONE: 1-840
THE MILLER MUSIC COMPANY (RECORD)

DOT 15201

**Patti
sings . . .**



***Lonely Days and
Nights More Lonely***

b/w STEAM HEAT

MERCURY 70380 .70380x45



DAZZLING DETROITERS • CLEVELAND'S CRAZY
'BOUT IT • MOVING FASTER THAN MERCURY IN
MILWAUKEE • A HIT IN PITT!!



City to City — Coast to Coast —
THE SURPRISE HIT of the YEAR

The **CREW CUTS**

**"CRAZY
'BOUT YOU
BABY"**

b/w ANGELA MIA



Mercury 70341 (70341x45)

RECORDS, ALBUMS AND SHEET MUSIC — POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Chart
1		Three Coins in the Fountain 3
2		Little Things Mean a Lot 4
3		Young at Heart 2
4		Wanted 14
5		Happy Wanderer 6
6		Answer Me, My Love 12
7		Hernando's Hideaway 1
8		If You Love Me (Really Love Me) 5
9		Man Upstairs 11
10		Across the Bridge 7
11		I Understand Just How You Feel 15
12		Oh, Baby Mine 6
13		With This Banjo 12
14		Here 8
15		Make Love to Me 10

• Tunes with Greatest Radio and Television Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Pezzano's copyrighted Audience Coverage Index.

Radio

A Girl, A Girl (R)—Valando-ASCAP	1
Alone Too Long (R)—E. H. Morris-ASCAP	2
Answer Me, My Love (R)—ASCAP	3
Across the Bridge (R)—Laurie-ASCAP	4
Don't Worry 'Till the Morning Comes (R)—Harris-ASCAP	5
Green Years (R)—Harris-ASCAP	6
Happy Wanderer (R)—Frank-ASCAP	7
Here (R)—Hill & Barnes-ASCAP	8
Hernando's Hideaway (R)—Frank-ASCAP	9
I Could Have Told You (R)—United-ASCAP	10
I Got So Lonely (R)—Melrose-ASCAP	11
I Speak in the Stars (R)—Winn-ASCAP	12
I Understand Just How You Feel (R)—Jubilee-ASCAP	13
If You Love Me (Really Love Me) (R)—Decca-ASCAP	14
Just a Little (R)—T. B. Harms-ASCAP	15
Knock on Wood (R)—Farnsworth-ASCAP	16
Last Afternoon (R)—Chappell-ASCAP	17
Little Things Mean a Lot (R)—Felix-ASCAP	18
Love Him So Much I Could Scream (R)—E. H. Morris-ASCAP	19
Make Love to Me (R)—Melrose-ASCAP	20
Man With the Rat (R)—ASCAP	21
My Baby (R)—Harris-ASCAP	22
Secret Love (R)—Rosen-ASCAP	23
There's a New Day (R)—Farnsworth-ASCAP	24
There's a New Day (R)—Farnsworth-ASCAP	25
Three Coins in the Fountain (R)—Polygram-ASCAP	26
Wanted (R)—Winn-ASCAP	27

Television

Answer Me, My Love (R)—ASCAP	1
Across the Bridge (R)—Laurie-ASCAP	2
Autumn in Rome (R)—Cronwell-ASCAP	3
Don't Worry 'Till the Morning Comes (R)—Harris-ASCAP	4
Green Years (R)—Harris-ASCAP	5
Happy Wanderer (R)—Frank-ASCAP	6
Here (R)—Hill & Barnes-ASCAP	7
Hernando's Hideaway (R)—Frank-ASCAP	8
I Could Have Told You (R)—United-ASCAP	9
I Got So Lonely (R)—Melrose-ASCAP	10
I Speak in the Stars (R)—Winn-ASCAP	11
If You Love Me (Really Love Me) (R)—Decca-ASCAP	12
Just a Little (R)—T. B. Harms-ASCAP	13
Knock on Wood (R)—Farnsworth-ASCAP	14
Last Afternoon (R)—Chappell-ASCAP	15
Little Things Mean a Lot (R)—Felix-ASCAP	16
Love Him So Much I Could Scream (R)—E. H. Morris-ASCAP	17
Make Love to Me (R)—Melrose-ASCAP	18
Man With the Rat (R)—ASCAP	19
My Baby (R)—Harris-ASCAP	20
Secret Love (R)—Rosen-ASCAP	21
There's a New Day (R)—Farnsworth-ASCAP	22
There's a New Day (R)—Farnsworth-ASCAP	23
Three Coins in the Fountain (R)—Polygram-ASCAP	24
Wanted (R)—Winn-ASCAP	25
You Needed Me (R)—Farnsworth-ASCAP	26

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending June 2

This Week	Last Week	Chart
1		Little Things Mean a Lot 2
2		Wanted 1
3		Three Coins in the Fountain 3
4		Happy Wanderer 6
5		Young at Heart 5
6		Hernando's Hideaway 14
7		Cross Over the Bridge 15
8		If You Love Me (Really Love Me) 7
9		Answer Me, My Love 11
10		Oh, Baby Mine 18

Second Ten

11. MAKE LOVE TO ME..... 8	18
12. MAN UPSTAIRS..... 12	7
13. MAN WITH THE BANJO..... 10	12
14. I UNDERSTAND JUST HOW YOU FEEL..... 17	3
15. HERE..... 13	10
16. ISLE OF CAPRI..... 15	5
17. JILTED..... 16	6
18. STEAM HEAT..... 1	1
19. CREAMY ABOUT YOU, BABY..... 18	2
20. A GIRL, A GIRL..... 19	11

WARNING:—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or write Publisher, The Billboard, 1364 Broadway, New York, and permission will be immediately granted.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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Packaged Records, Popular..... 48	Rhythm & Blues..... 47
Packaged Records, Classical..... 48	Other Categories..... 50

• The Music Corner

One of the fascinating things about the record business is the alert attitude on the part of record execs to happening in the world around them. There are times when it appears that many a man and even artists are current events or political scene majors. An event that captures the mind or the heart of Americans, or of the world, more often than not becomes immortalized on wax.

This has happened again this month with the current spate of records concerning the Senatorial investigation of the Army-McCarthy charges now going on in Washington. To date, there have been three records released on this subject: the Stan Freberg record on Capitol, "Point of Order"; the Cactus Pryor disk on Four Star, "With the Senator and the Private"; and the Hal Block waxing on Jubilee called "The Senator McCarthy Blues."

Obviously these records are released for only one reason—to rack up sales. It is hoped, the diskies involved are not trying to influence the hearings or necessarily to turn in an historical judgment of the incident. Yet, if in the future a social chronicler wants to have an idea of the feelings of many concerning the hearings, he could do worse than add up the number of sales and performances of these three disks along with his other material to help reach his conclusions.

It takes a certain amount of courage under any circumstances to make a record on a topical subject, and it takes more to be made, shipped and received quickly, and their price is much shorter than a regular pop release. In the case of the Army-McCarthy hearings, they took even more courage on the part of the record execs, since much of the matter involved in the hearings is quite recent.

In bringing forth these three disks, the record industry has again proved that the tradition of Will Rogers and Mark Twain has not completely disappeared from the American scene. As serious as the hearings are, they can be looked at more and more by partisans of either side if they can laugh at the funny aspects of them at all.

We cannot say with accuracy at this point whether these three records—or any of them—will be hits or misses. It is still too early for that. But no matter which way they go, they have shown that the record industry does not dwell in an ivory tower.

• England's Top Twenty

Based on public reports from England's top music jobbers. American publication of each tune is listed in parenthesis. No indication as to whether the tune is a hit or not.

Secret Love—Harris, Combs (Rendick)	1
Happy Wanderer—Bourne (Felix)	2
Friend and Neighbour—Michael Raine (Roni Juppick)	3
Heart of My Heart—Francis Day (Robb)	4
Someone Else's Town—John (Lester)	5
Champion Partner—Roni, Juppick (Lester)	6
Don't Laugh at Me (Cissie Fann's Foot)—David Toff (Lester)	7
Cross Over the Bridge—New World (Lester)	8
I See the Moon—Polmans (Polmans)	9
The Little Shoemaker—Bourne (Roni)	10
Such a Night—Sterling (Sterling)	11
Bimbo—Macdonalds (Fairway)	12
Red Bottom Blues—Michael Raine (Shag-Bourne)	13
Make Love to Me—Morris (Melrose)	14
The Rock—Kassner (Kassner)	15
I Got So Lonely—Eveline H. Morris Co., Ltd. (Melrose)	16
I Got So Lonely—Eveline H. Morris Co., Ltd. (Melrose)	17
Deadwood Steeple—Harris, Combs (Rendick)	18
Oh, My Papa—Macdonalds (Shag-Bourne)	19
Tomorrow We Walk—Francis Day & Haines (Village)	20

WHAT ARE THE WILD RAVES SAYING?

NEW YORK TIMES

"By the Beautiful Sea" is an elegant affair... a beautiful, warmhearted musical show."

BROOKS ATKINSON

NEW YORK DAILY NEWS

"Arthur Schwartz, the composer, has raised a lusty Canoe racket in many of his numbers, and last night's audience liked very much the hot stuff sung by Mae Barnes."

JOHN CHAPMAN

NEW YORK POST

"As usual, the ones that Mr. Schwartz has composed for 'By the Beautiful Sea' is not only warm and tuneful but has the proper suggestion of its scenic period."

RICHARD WATTS, JR.

NEW YORK DAILY MIRROR

"'Alone Too Long' and 'Happy Habit' loom as the outstanding candidates for the hit parade."

ROBERT COLEMAN

NEW YORK JOURNAL AMERICAN

"...a rafficking tune called 'The Sea Song'... a twingy ingenue-boy hit, 'Canoe Island Boat'... 'Alone Too Long,' the big pop song of the show..."

JOHN MCCLAIN

Album No. 531

Robert Foy and Lawrence Quidy
**SHIRLEY BOOTH
BY THE
BEAUTIFUL SEA**
ORIGINAL BROADWAY CAST

COMPOSED BY ARTHUR
SCHWARTZ
LYRICS BY
FIELDS
BOOK BY
MIELINER
MUSIC BY
SHARAFF
DANCING MASTERS
BLACETT TROTT
CLYDE MCKAY
CHOREOGRAPHY BY
TAMIRIS
COSTUME DESIGNER
JAMISON
HAIR DESIGNER
WILBUR EVANS
CAPITOL PROD. HOUSE
RICHARD WATTS, MAE BARNES

on Capitol Records, with the
original Broadway cast!

SHOW-
STOPPER
SINGLES

by Famous
CAPITOL
ARTISTS

- The Sea Song
LES BAXTER 2799
- More Love Than Your Love
LES BAXTER 2845
- Alone Too Long
NAT "KING" COLE 2754
- Alone Too Long
STAN KENTON 2879
- More Love Than Your Love
STAN KENTON 2871
- Please Don't Send Me
Down A Ruby Brother
JERRY LEWIS 2833
- Canoe Island Boat
GORDON MACRAE &
JUNE HUTTON 2784
- Happy Habit
ELLA MAE MORSE . 2800
- Hung Up
HELEN O'CONNELL . 2783



Nat' King' Cole



**"MAKE HER
MINE"**

and

"I ENVY"

Capitol Record No. 2803

"TENNESSEE"

**ERNIE
FORD**

sings

**"RIVER OF
NO RETURN"**

From the 20th Century Fox picture
of the same name

and

**"Give Me
Your Word"**

Capitol Record No. 2810



Hilarious Satire!

**JERRY
LEWIS**

sings

**"CANDELABRA
BOOGIE"**

and

**"Please Don't Send Me
Down A Baby Brother"**

From the musical "By The Beautiful Sea"

Capitol Record No. 2833



*Today's
Hits
are on*



SUMMER HIT!



LES MARY
PAUL ★ FORD

"I'm a Fool to Care"

b/w "Auctioneer"



Capitol Record No. 2839

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending June 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parentheses after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart
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1. **LITTLE THINGS MEAN A LOT—**
K. Kallen..... 1 6
I Don't Think You Love Me Anymore—
Dec 26/53-ASCAP

2. **THREE COINS IN THE FOUNTAIN—**
Four Aces..... 3 4
Wedding Bells (Are Breaking Up That Old
Gang of Mine)—(G)—Dec 29/53-ASCAP

3. **WANTED—P. Como.....** 2 15
Look Out the Window—V 20-5647-ASCAP

4. **HAPPY WANDERER—F. Weir.....** 5 7
From Your Lips—London 1448-ASCAP

5. **HERNANDO'S HIDEAWAY—A. Bleyer.....** 9 3
STV Vocal—Cadence 1241-ASCAP

6. **IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....** 4 6
Man Upstairs—(H)—Cap 2769-BMI

7. **YOUNG AT HEART—F. Sinatra.....** 6 17
Take a Chance—Cap 2703-BMI

8. **ANSWER ME MY LOVE—**
Nat (King) Cole..... 11 15
Why?—Cap 2687-ASCAP

9. **OH, BABY MINE—Four Knights.....** 7 18
I Couldn't Stay Away From You—
Cap 2654-ASCAP

10. **MAN UPSTAIRS—K. Starr.....** 10 9
If You Love Me—(H)—Cap 2769-BMI

11. **CROSS OVER THE BRIDGE—P. Page.....** 2 14
My Rhythm Loves—Mercury 7030-ASCAP

12. **LITTLE THINGS MEAN A LOT—**
K. Kallen..... 7 6
I Don't Think You Love Me Anymore—
Dec 26/53-ASCAP

13. **THREE COINS IN THE FOUNTAIN—**
Four Aces..... 3 4
Wedding Bells (Are Breaking Up That
Old Gang of Mine)—Dec 29/53-ASCAP

14. **MAKE LOVE TO ME—J. Stafford.....** 4 19
Adi-Adm Amps—Col 4013-ASCAP

15. **IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....** 4 6
Man Upstairs—Cap 2769-BMI

16. **YOUNG AT HEART—F. Sinatra.....** 6 16
Take a Chance—Cap 2703-BMI

17. **CROSS OVER THE BRIDGE—P. Page.....** 2 14
My Rhythm Loves—Mercury 7030-ASCAP

18. **THREE COINS IN THE FOUNTAIN—**
F. Sinatra..... 21 2
Rita—Capitol 2816-ASCAP

19. **HAPPY WANDERER—H. Rene.....** 10 5
My Impossible Love—V 20-5715-ASCAP

20. **ISLE OF CAPRI—Gaylords.....** 15 5
Love 1 You—(G)—Mercury 7030-ASCAP

21. **CRAZY 'BOUT YOU, BABY—**
Crew Cut..... 16 9
Angela Mia—Mercury 7034-BMI

22. **JILTED—T. Brewer.....** 20 9
Le Grand Tour de L'Amour—Coral 61152-BMI

23. **STEAM HEAT—P. Page.....** 2 2
Lonely Days—Mercury 7030-ASCAP

24. **A GIRL, A GIRL—E. Fisher.....** 10 12
With All My Heart and Soul (Amenia E Core)—
V 20-5673-ASCAP

25. **HERNANDO'S HIDEAWAY—J. Ray.....** 1
Hey, There—Col 4024-ASCAP

26. **I UNDERSTAND JUST HOW YOU FEEL—J. Valli.....** 1
Love, Tears and Kisses—V 20-5749-ASCAP

27. **MY FRIEND—E. Fisher.....** 1
Good Years—(H)—V 20-5749-ASCAP

28. **WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)—**
Four Aces..... 26 9
Three Coins in the Fountain—(G)—
Dec 29/53-ASCAP

29. **GREEN YEARS—E. Fisher.....** 1
My Friend—(G)—V 20-5749-ASCAP

30. **LOVE 1 YOU—Gaylords.....** 23 2
Isle of Capri—(H)—Mercury 7030-ASCAP

31. **JOEY-B. Madigan.....** 2
So Be It Walked Home—M-G-M 11715-BMI

• This Week's Best Buys

1. **UNDERSTAND JUST HOW YOU FEEL**
(Jubilee, ASCAP)—June Valli—NCA Victor
20-5740

This pop "cover" of a record by the Four Tunes which has been so successful in both the pop and rhythm & blues field has been coming up steadily in sales and now represents a highly profitable second version of the tune for dealers and operators to carry. While in most territories, the Four Tunes are far out in front, in Los Angeles, Chicago, Pittsburgh, Atlanta, Durham, Providence, Milwaukee strong competition has been offered it by the Valli disk. Flip is "Love, Tears and Kisses" (Bregman, Voces & Conn, ASCAP).

SOME DAY (Famous, ASCAP)—Frankie Laine
—Columbia 40235

Laine's latest release broke in almost all territories of the country this past week.

• Most Played in Juke Boxes

For survey week ending June 2

RECORDS are ranked in order of the greatest number of plays in juke boxes through the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
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1. **WANTED—P. Como.....** 1 14
Look Out the Window—V 20-5647-ASCAP

2. **CROSS OVER THE BRIDGE—P. Page.....** 2 14
My Rhythm Loves—Mercury 7030-ASCAP

3. **LITTLE THINGS MEAN A LOT—**
K. Kallen..... 7 6
I Don't Think You Love Me Anymore—
Dec 26/53-ASCAP

4. **THREE COINS IN THE FOUNTAIN—**
Four Aces..... 3 4
Wedding Bells (Are Breaking Up That
Old Gang of Mine)—Dec 29/53-ASCAP

5. **OH, BABY MINE—Four Knights.....** 9 16
I Couldn't Stay Away From You—
Cap 2654-ASCAP

6. **YOUNG AT HEART—F. Sinatra.....** 5 14
Take a Chance—Cap 2703-BMI

7. **MAKE LOVE TO ME—J. Stafford.....** 4 19
Adi-Adm Amps—Col 4013-ASCAP

8. **MAN WITH THE BANJO—**
Ames Brothers..... 9 13
Man, Man Is for the Woman Made—
V 20-5644-BMI

9. **MAN UPSTAIRS—K. Starr.....** 9 6
If You Love Me (Really Love Me)—
Cap 2769-BMI

10. **HAPPY WANDERER—F. Weir.....** 12 5
From Your Lips—London 1448-ASCAP

11. **JILTED—T. Brewer.....** 20 9
Le Grand Tour de L'Amour—Coral 61152-BMI

12. **ANSWER ME MY LOVE—**
Nat (King) Cole..... 11 12
Why?—Cap 2687-ASCAP

13. **IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....** 4 6
Man Upstairs—Cap 2769-BMI

14. **HERE-T. Martin.....** 15 11
Philosophy—V 20-5645-BMI

15. **HERNANDO'S HIDEAWAY—**
A. Bleyer..... 17 2
STV Vocal—Cadence 1241-ASCAP

16. **I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....** 17 2
Sugar Lump—Jubilee 5112-ASCAP

17. **A GIRL, A GIRL—E. Fisher.....** 16 10
With All My Heart and Soul (Amenia E Core)—
V 20-5673-ASCAP

18. **ISLE OF CAPRI—J. Lee.....** 1
By the Light of the Silvery Moon—
Coral 61165-ASCAP

19. **ISLE OF CAPRI—Gaylords.....** 14 5
Love 1 You—Mercury 7030-ASCAP

20. **STEAM HEAT—P. Page.....** 1
Lonely Days—Mercury 7030-ASCAP

According to sales reports in key markets, the following recent releases are recommended for active promotion:

Strongest reports came from New York, Atlanta. Other areas indicating excellent initial sales response included Boston, Providence, Cleveland, Detroit and L. A. Flip is "There Must Be a Reason" (April, ASCAP). A previous Billboard "Spotlight" pick.

SKINNIE MINNIE (Wemar, BMI) — Teresa Brewer—Coral 61197

Only one week, this disk began to rack up healthy sales in almost all territories where it had been delivered. Boston, Providence, New York, Philadelphia, Buffalo, Cincinnati, Detroit and Milwaukee were among the cities reporting that the disk had taken off without delay. Flip is "I Had Someone Else Before I Had You" (Folst, ASCAP) on which some areas reported good action. A previous Billboard "Spotlight" pick.

• Most Played by Jockeys

For survey week ending June 2

RECORDS are ranked in order of the greatest number of plays on juke boxes radio shows through the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
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1. **LITTLE THINGS MEAN A LOT—**
K. Kallen..... 2 6
I Don't Think You Love Me Anymore—
Dec 26/53-ASCAP

2. **WANTED—P. Como.....** 1 15
Look Out the Window—V 20-5647-ASCAP

3. **THREE COINS IN THE FOUNTAIN—**
Four Aces..... 3 4
Wedding Bells (Are Breaking Up That
Old Gang of Mine)—Dec 29/53-ASCAP

4. **MAKE LOVE TO ME—J. Stafford.....** 6 21
Adi-Adm Amps—Col 4013-ASCAP

5. **IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....** 4 6
Man Upstairs—Cap 2769-BMI

6. **YOUNG AT HEART—F. Sinatra.....** 6 16
Take a Chance—Cap 2703-BMI

7. **CROSS OVER THE BRIDGE—P. Page.....** 5 15
My Rhythm Loves—Mercury 7030-ASCAP

8. **THREE COINS IN THE FOUNTAIN—**
F. Sinatra..... 12 4
Rita—Cap 2816-ASCAP

9. **HERNANDO'S HIDEAWAY—**
A. Bleyer..... 10 4
STV Vocal—Cadence 1241-ASCAP

10. **HAPPY WANDERER—F. Weir.....** 6 7
From Your Lips—London 1448-ASCAP

11. **HERE-T. Martin.....** 7 12
Philosophy—V 20-5645-BMI

12. **ANSWER ME MY LOVE—**
Nat (King) Cole..... 19 17
Why?—Cap 2687-ASCAP

13. **OH, BABY MINE—Four Knights.....** 11 21
I Couldn't Stay Away From You—
Cap 2654-ASCAP

14. **MAN WITH THE BANJO—**
Ames Brothers..... 10 12
Man, Man Is for the Woman Made—
V 20-5644-BMI

15. **I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....** 17 2
Sugar Lump—Jubilee 5112-ASCAP

16. **MAN UPSTAIRS—K. Starr.....** 15 9
If You Love Me (Really Love Me)—
Cap 2769-BMI

17. **HAPPY WANDERER—H. Rene.....** 14 9
My Impossible Love—V 20-5715-ASCAP

18. **JILTED—T. Brewer.....** 20 9
Le Grand Tour de L'Amour—Coral 61152-BMI

19. **CRAZY 'BOUT YOU, BABY—**
Crew Cut..... 16 9
Angela Mia—Mercury 7034-BMI

20. **DON'T WORRY 'BOUT ME—**
F. Sinatra..... 17 9
I Couldn't Stay Away From You—
Cap 2769-ASCAP

The Happiest HIT That Ever Happened!

**"THE
LITTLE
SHOEMAKER"**

(WITH ITALIAN CHORUS)

**THE
GAYLORDS**



MERCURY 70403 · 70403X45

DON'T MISS HEARING THIS TERRIFIC RECORD!



JOE FOLEY

WITH ORCHESTRA CONDUCTED
by FRANK HUNTER
and THE RAY CHARLES CHORUS
Singing



After One
Week's Play
Stomach
ACCLAIMED A
2 SIDED SMASH!

"ALL OR NOTHING AT ALL"

and

MY HEART TELLS ME

JUBILEE-5146

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N.Y.
Available in Canada on QUALITY Label

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending June 2

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Here, T. Martin, V.
3. Wasted, F. Conn, V.
4. If You Love Me (Really Love Me)
K. Starr, Cap.
5. Happy Wanderer, H. Reer, V.
6. Three Colors in the Fountains
F. Sinatra, Cap.
7. Make Love to Me, J. Stafford, Col.

Boston

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernandez's Hidesaway, A. Beyer, Col.
3. Happy Wanderer, F. Weir, Lon.
4. Three Colors in the Fountains
F. Sinatra, Dec.
5. Wasted, F. Conn, V.
6. Young at Heart, F. Sinatra, Cap.
7. Make Love to Me, J. Stafford, Col.

Buffalo

1. Happy Wanderer, F. Weir, Lon.
2. Three Colors in the Fountains
F. Sinatra, Dec.
3. Love I've Got, Gayle, Met.
4. Oh, Baby Mine, Four Knights, Cap.
5. Young at Heart, F. Sinatra, Cap.
6. Hernandez's Hidesaway, J. Ray, Col.

Chicago

1. Hernandez's Hidesaway, A. Beyer, Col.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Wasted, F. Conn, V.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. I Understand Just How You Feel
F. Sinatra, Dec.
8. Love of Capt. J. Lee, Cor.
9. Happy Wanderer, H. Reer, V.
10. Answer Me, My Love
Nat (King) Cole, Cap.

Cincinnati

1. Three Colors in the Fountains
F. Sinatra, Dec.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. New With the Bands, Ames Brothers, V.
4. If You Love Me (Really Love Me)
K. Starr, Cap.
5. Wasted, F. Conn, V.
6. Hernandez's Hidesaway, A. Beyer, Col.
7. Happy Wanderer, F. Weir, Lon.
8. Crazy 'Bout You, Baby, Crew Cuts, Met.
9. Oh, Baby Mine, Four Knights, Cap.
10. Love of Capt. J. Lee, Cor.

Cleveland

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernandez's Hidesaway, A. Beyer, Col.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Love of Capt. J. Lee, Cor.
6. Young at Heart, F. Sinatra, Cap.
7. Goodnight, Sweetheart, Goodnight
McGuire Sisters, Col.

Dallas-Ft. Worth

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wasted, F. Conn, V.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Young at Heart, F. Sinatra, Cap.
5. Answer Me, My Love
Nat (King) Cole, Cap.
6. New With the Bands, Ames Brothers, V.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Hernandez's Hidesaway, A. Beyer, Col.

Denver

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Here, T. Martin, V.
3. Wasted, F. Conn, V.
4. Young at Heart, F. Sinatra, Cap.
5. Oh, Baby Mine, Four Knights, Cap.
6. Three Colors in the Fountains
F. Sinatra, Dec.
7. Happy Wanderer, F. Weir, Lon.

Detroit

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernandez's Hidesaway, A. Beyer, Col.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. I Understand Just How You Feel
F. Sinatra, Dec.
6. Love of Capt. J. Lee, Cor.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Answer Me, My Love
Nat (King) Cole, Cap.
9. New With the Bands, Ames Brothers, V.
10. Cross Over the Bridge, F. Page, Met.
11. I Understand Just How You Feel
F. Sinatra, Dec.

Kansas City

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wasted, F. Conn, V.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Young at Heart, F. Sinatra, Cap.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Here, T. Martin, V.
7. Answer Me, My Love
Nat (King) Cole, Cap.
8. New With the Bands, Ames Brothers, V.
9. Cross Over the Bridge, F. Page, Met.
10. I Understand Just How You Feel
F. Sinatra, Dec.

Los Angeles

1. Hernandez's Hidesaway, A. Beyer, Col.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Wasted, F. Conn, V.

4. Three Colors in the Fountains
F. Sinatra, Dec.
5. Miss Upstairs, K. Starr, Cap.
6. Young at Heart, F. Sinatra, Cap.
7. New With the Bands, Ames Brothers, V.
8. K. Starr, Cap.
9. If You Love Me (Really Love Me)
K. Starr, Cap.
10. Happy Wanderer, T. Lourenti, Cap.
11. Answer Me, My Love
Nat (King) Cole, Cap.

Milwaukee

1. Happy Wanderer, F. Weir, Lon.
2. Hernandez's Hidesaway, A. Beyer, Col.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Little Things Mean a Lot
K. Kallen, Dec.
5. Crazy 'Bout You, Baby, Crew Cuts, Met.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. Wasted, F. Conn, V.

New Orleans

1. Three Colors in the Fountains
F. Sinatra, Dec.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Wasted, F. Conn, V.
4. Hernandez's Hidesaway, A. Beyer, Col.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. I Understand Just How You Feel
F. Sinatra, Dec.
7. Happy Wanderer, F. Weir, Lon.
8. Answer Me, My Love
Nat (King) Cole, Cap.

New York

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernandez's Hidesaway, A. Beyer, Col.
3. Happy Wanderer, F. Weir, Lon.
4. Three Colors in the Fountains
F. Sinatra, Dec.
5. Young at Heart, F. Sinatra, Cap.
6. Wasted, F. Conn, V.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Three Colors in the Fountains
F. Sinatra, Dec.
9. Jeer, B. Madison, M-G-M
10. Cross Over the Bridge, F. Page, Met.

Philadelphia

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Colors in the Fountains
F. Sinatra, Dec.
3. Wasted, F. Conn, V.
4. Hernandez's Hidesaway, A. Beyer, Col.
5. New With the Bands, Ames Brothers, V.
6. Happy Wanderer, F. Weir, Lon.
7. Young at Heart, F. Sinatra, Cap.
8. Oh, Baby Mine, Four Knights, Cap.
9. If You Love Me (Really Love Me)
K. Starr, Cap.
10. Answer Me, My Love
Nat (King) Cole, Cap.

Pittsburgh

1. Hernandez's Hidesaway, A. Beyer, Col.
2. Three Colors in the Fountains
F. Sinatra, Dec.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Happy Wanderer, H. Reer, V.
5. Young at Heart, F. Sinatra, Cap.
6. I Understand Just How You Feel
F. Sinatra, Dec.
7. Four Times, Job.

St. Louis

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. I Understand Just How You Feel
F. Sinatra, Dec.
4. Hernandez's Hidesaway, A. Beyer, Col.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Three Colors in the Fountains
F. Sinatra, Dec.
7. Three Colors in the Fountains
F. Sinatra, Dec.
8. Happy Wanderer, F. Weir, Lon.
9. Young at Heart, F. Sinatra, Cap.
10. Here, T. Martin, V.
11. Miss Upstairs, K. Starr, Cap.
12. Make Love to Me, Nat (King) Cole, Cap.
13. Oh, Baby Mine, Four Knights, Cap.
14. If You Love Me (Really Love Me)
K. Starr, Cap.
15. Cross Over the Bridge, F. Page, Met.

San Francisco

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wasted, F. Conn, V.
3. Happy Wanderer, F. Weir, Lon.
4. Young at Heart, F. Sinatra, Cap.
5. Miss Upstairs, K. Starr, Cap.
6. Make Love to Me, Nat (King) Cole, Cap.
7. Oh, Baby Mine, Four Knights, Cap.
8. If You Love Me (Really Love Me)
K. Starr, Cap.
9. Cross Over the Bridge, F. Page, Met.

Seattle

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Colors in the Fountains
F. Sinatra, Dec.
3. Crazy 'Bout You, Baby, Crew Cuts, Met.
4. Three Colors in the Fountains
F. Sinatra, Dec.
5. Wasted, F. Conn, V.
6. Young at Heart, F. Sinatra, Cap.
7. Happy Wanderer, F. Weir, Lon.
8. Love I've Got, Gayle, Met.
9. If You Love Me (Really Love Me)
K. Starr, Cap.
10. Answer Me, My Love
Nat (King) Cole, Cap.

Balti-Wash.

1. Love of Capt. J. Lee, Cor.
2. Hernandez's Hidesaway, A. Beyer, Col.
3. Three Colors in the Fountains
F. Sinatra, Dec.
4. Little Things Mean a Lot
K. Kallen, Dec.
5. Happy Wanderer, F. Weir, Lon.
6. Wasted, F. Conn, V.
7. Young at Heart, F. Sinatra, Cap.
8. Three Colors in the Fountains
F. Sinatra, Dec.
9. Miss Upstairs, K. Starr, Cap.

Typical Comments

from Dealers, Disk Jockeys and Operators

Operation Pushpop



The Billboard's Promotion and Merchandising Program to Stimulate Public Interest in—and Demand for—Single Records NOW and Thruout the Summer . . .

. . . now heading into its 3d Big Week!

"Great . . . my hat's off to you on Operation Pushpop."

" . . . in the true spirit of service to the industry . . . typically Billboard."

" . . . adds real flash to my display . . . should attract and sell."

"Pushpop is great—summer, winter . . . anytime. I'm for it."

"Nobody has ever done so much for the record business."

"A wonderful idea . . . with you 100%."

The OPERATION PUSHPOP Schedule	KIT No. 1	KIT No. 2	KIT No. 3	KIT No. 4
To Help DISK JOCKEYS Build Audiences . . . special kits of exclusive programming material never before made available.	5/24	5/31	6/7	6/14
To Help OPERATORS Increase Play . . . buying and programming kits containing listings of the best new records.	5/24	5/31	6/7	6/14
To Help DEALERS Increase Store Traffic and Sell Extra Volume . . . kits containing attractive and effective point-of-sale and mail-order material.	5/31	6/7	6/14	6/21

NOTE: The cost factor limits Operation Pushpop to New York, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco-Oakland, Pittsburgh, Cleveland, St. Louis and Boston. The effort in those markets, however, should stimulate pop record interest and consumer buying in other parts of the country. Any Disk Jockey . . . or Operator . . . or Record Dealer outside these market areas may participate in the program and receive special kits by writing to OPERATION PUSHPOP, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

The Billboard

The Music-Record Industry's
Leading Newsweekly

A great interpretation by a great song stylist



JOEY

by
**JERI
SOUTHERN**

— The Disk Jockeys' Favorite —



DECCA #29184



The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 40

would have been most for non-trivial
beginners years ago. (Decca, ASCAP)

BUDDY GREGG
Love's Back in Town... 75
CORAL 61199—This version of the
bright oldie starts out with the verse,
then after that it starts to go. Gregg
handles the dirty with a lil, and the
chorus helps out sweetly. She could
grab some too. (Vanguard, ASCAP)

What Would It Be
Then... 74
Smooth reading of a pleasant new
tune by Gregg, backed closely by the
chorus. Good was that is headed for
jack spins. (Decca, BME)

SAMMY KAYE ORK
Down for Sale... 75
COLUMBIA 40246—Scornful ballad
it is strongly regulated by Jeffrey
Clay and the Ork. Ray's intonation with
moderate commercial possibilities.
(Decca, BME)

Sister and Waster... 74
Countryish duty is headed a happy
performance by the Kaye ork, choros
and character Jeffrey Clay. An okay
coin box entry. Fine of the ork
travels will like it. (Fam. (Decca, BME)

GUY LOMBARDO ORK
Honeydew Highway... 75
Decca 20173—in arena style
it is a rather treatment, this bright
reading of the click tempo from the
Broadway show, "The Paloma
Guns" should find a wide reception.
Kenny Gardner chants his part
warmly, and cannot beat out the
rhythm over the Lombardo ork.
(Fam, ASCAP)

Van Vleet De Beken... 74
Pulks his touches of Dixie and swing
and the novelty lyrics have a funny
Sole should act as a magnet for many
late night, (Decca, ASCAP)

DON DICK AND JIMMY
Of Man River... 75
COLUMBIA 416—The reading of the fine
oldie is just a bit different from what
is expected, but then this trio has
usually come out with something a
bit different. Should get spins with
this.

Horvath War Chant... 74
The trio which has dished with ballad
material does nicely with a hint of
standard rhythm pattern. These
fans will like this, and the ups could
get some coin with it.

JANETTE DAVIS-KATHIE GODFREY
After You're Gone... 75
COLUMBIA 40211—The man is
traced with Janette Davis, the
oldie for some okay listening. They
each take a chorus, then there's a
whispering and take chorus—and a duet
ending. For the fun, mostly. (Maple-
ton, ASCAP)

ARTIE O'GROFF
You Sam Old—And You Late Smart... 75
O'Groff's oldie of semi-comedy lyrics
which the many Godfrey fans will
undoubtedly want. (Apt, ASCAP)

JOE MARINE THE YERN TWO
A Gold Cadillac... 75
DECCA 25121—Joe Marine, and the
five singers, all from the Ford West
studio, bring this bright oldie ap-
pearing. They combine effectively and
in this side seem slated to attract
juke and juke attention. (Shawnee,
ASCAP)

I Don't Mean a Thing... 75
More bright and lively singing by the
chorus, this time on the Duke Elling-
ton reggae. (Gotham, ASCAP)

GEORGIE ADAMS-SARAH McLAVER
Take My Word... 75
CORAL 61195—Should get spins from
juke. This hot oldie is a natural
for vicious visions of an archaic
Latin-American crew. (Maple-
ton, ASCAP)

A Little Bit of Mumbo... 67
Spotted interpretation of rortian
music. (Decca, BME)

REINIS LIGHTNING
Play It, Boy... 75
COLUMBIA 40255—Lightning delivers
a better place into the oldie than
the label, while the Three Beans and
a Pepi come back with the rortian
lyric. It's not too well recorded, this.
One might get some coin with it.
(University, ASCAP)

The Cadet Song... 75
The name combination delivers a slick
bounce item for good results. Aimed
at juke, the disk should hit its mark.
(Sears, ASCAP)

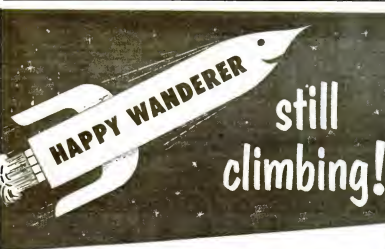
PAUL WINCHELL-JERRY McMAHONEY
You're Not Much of a Man... 75
"JC" (45) AC-0015—Ventriloquist
and Levin did. He has a phony
baritone voice, and tick recording
for him harmonica with duet. Mc-
Mahoney. Should click with the side
and Winchell's extreme TV follow.
(Fam, ASCAP)

ARVILLE TON DE DE... 70
Same comment. (Sears, ASCAP)

MILVERUS ORK
May Ann... 75
The name combination delivers a slick
bounce item for good results. Aimed
at juke, the disk should hit its mark.
(Sears, ASCAP)

THE TITL FROM ANDERS HEDBERG'S
The title from Anders Hedberg's
ballad hit in the last three albums for
the side. It's a slow moving instrumental.
(Mels, ASCAP)

(Continued on page 44)



and now FRANK WEIR's next hit



THE LITTLE SHOE MAKER

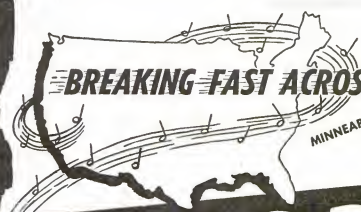
backed with THE NEVER NEVER LAND

Frank Weir,
his saxophone,
orchestra and chorus

1482
and
45-1482



Full frequency range recording



BREAKING FAST ACROSS THE NATION

MINNEAPOLIS

CLEVELAND

CINCINNATI

ST. LOUIS

PHILADELPHIA

PITTSBURGH

BOSTON

CHICAGO

WASHINGTON

BALTIMORE

DETROIT

**"HAPPY
DAYS
AND
LONELY
NIGHTS"**

Recorded
By:

The

**FONTANE
SISTERS**

...*Dot* #15171

ADVANCED MUSIC CORP. 488 Madison Ave., New York 22, N.Y.



Teresa Brewer

Sings

I HAD
SOMEONE
ELSE
BEFORE
I HAD
YOU

(And I'll Have Someone
After You're Gone)

SKINNIE MINNIE

(Fish Tail)

The Billboard Music Popularity Charts
POPULAR RECORDS

Review Spotlight on...

Shade House (Wm. S. 1971)—Carol 21125—Shade on
the "Shade" 1971, the decorative break across the
with shading marking reading of a bright, happy
several Little question that has been well
and, too. The 1971 and
You—

JUNE 5TH
JUNE 5TH

THE CASH BOX
OF THE

DISK OF

JUNE 5TH

CORAI

7 (78 RPM) & 9-61197 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

A subsidiary of BPC RECORDS, INC.



CORAL

61197 (78 RPM) & 9-61197 (45 RPM)

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending June 2

Table	Week	Chart	Week
1. SLOWLY—W. Pierce.....	1	18	
You Just Can't Be There—Dec 28/91—BMI			
2. I DON'T HURT ANYMORE—H. Snow.....	3	3	
My Ambition Baby—20-5688—BMI			
3. ONE BY ONE—K. Wells & R. Foley.....	4	4	
I'm a Stranger in My Home—Dec 29/95—BMI			
4. I REALLY DON'T WANT TO KNOW—E. Arnold.....	2	23	
Billboard's weekly survey of top disk jockey selections in country and western records. The reverse side of each record is also listed.			
5. EVEN TWO—W. Pierce.....	9	2	
Sparkling Brown Eyes—Dec 29/57—BMI			
6. SPARKLING BROWN EYES—W. Pierce.....	1	1	
Eyes Two—Dec 29/57—BMI			
7. BACK UP BUDDY—C. Smith.....	7	7	
If You Tired As Hard to Live Here—Cap 21236—BMI			
8. ROSE MARIE—S. Whitman.....	8	7	
We Stood at the Altar—Imperial 8236—ASCAP			
9. I'LL BE THERE—R. Price.....	3	15	
Release Me—Cap 21244—BMI			
10. RELEASE ME—R. Price.....	9	9	
I'll Be There—Cap 21244—BMI			

• Most Played in Juke Boxes

For survey week ending June 2

Table	Week	Chart	Week
1. SLOWLY—W. Pierce.....	1	18	
Dec 28/91—BMI			
2. I REALLY DON'T WANT TO KNOW—E. Arnold.....	2	22	
Billboard's weekly survey of top disk jockey selections in country and western records. The reverse side of each record is also listed.			
3. YOU BETTER NOT DO THAT—T. Collins.....	3	15	
Cap 21071—BMI			
4. ONE BY ONE—K. Wells & R. Foley.....	1	1	
Dec 29/55—BMI			
5. BACK UP BUDDY—C. Smith.....	4	5	
Imperial 8236—ASCAP			
6. ROSE MARIE—S. Whitman.....	8	5	
Imperial 8236—ASCAP			
7. I DON'T HURT ANYMORE—H. Snow.....	10	2	
Dec 29/57—BMI			
8. EVEN TWO—W. Pierce.....	1	1	
Dec 29/57—BMI			
9. AS FAR AS I'M CONCERNED—R. Foley.....	9	6	
Dec 29/57—BMI			
10. RELEASE ME—R. Price.....	7	7	
Cap 21244—BMI			

• Most Played by Jockeys

For survey week ending June 2

Table	Week	Chart	Week
1. OH, BABY MINE—Johnnie & Jack.....	2	10	
20-5481—ASCAP			
2. BACK UP BUDDY—C. Smith.....	8	5	
Cap 21236—BMI			
3. I REALLY DON'T WANT TO KNOW—E. Arnold.....	4	21	
V 20-5253—BMI			
4. EVEN TWO—W. Pierce.....	10	2	
Dec 29/57—BMI			
5. SLOWLY—W. Pierce.....	1	16	
Dec 28/91—BMI			
6. I'LL BE THERE—R. Price.....	3	14	
Cap 21244—BMI			
7. ROSE MARIE—S. Whitman.....	7	3	
Imperial 8236—ASCAP			
8. ONE BY ONE—K. Wells & R. Foley.....	1	1	
Dec 29/55—BMI			
9. MY EVERYTHING—E. Arnold.....	7	7	
V 20-5481—BMI			
10. I DON'T HURT ANYMORE—H. Snow.....	1	1	
V 20-5688—BMI			

• Folk Talent and Times

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood
 Minnie Pearl, busy spreading the news following her RCA Victor Caravan tour, and has been away for appearances in Georgia, Mississippi and Arkansas, in addition to another 15-day tour under consideration. Davis Sisters visited backstage at the "Grand Ole Opry" in Nashville the way to the recent celebration in Meridian, Miss., for Jimmie Rodgers where they appeared on the show. Col Tom Parker and Tom Diakin, of Jambore Attractions, take to the road for a series of stops up by the agency. . . . Arlie Duff in Nashville last week brought his many cohorts there. . . . Charley Stewart, recently signed to an RCA Victor contract, on busy schedule in Little Rock, with daily appearances on KLR, the Saturday night "Barnyard Frolic," personal appearances and keeping his eye on his farm in Clarissa, Ark. . . . Disk Jockey at Station KXLA, Pasadena, Calif., devoted May 28 to spinning Jimmie Rodgers songs. . . . The day's Hank King signed to record for the Blue Ribbon Record Company. . . . Songscribe Danny Gould has two new ones out by the Morgan Sisters, "Low Down-Ho Down" and "Just as Long as I'm With You."

Bob and Wanda Wells at the Scandia Ballroom, Garwood, N. J., under personal management pact with Smokey Warren there. Rosalie Allen greeted at the spot. . . . Esther Castle's Western Ranch Music bows with a new label and a flock of c.w. artists. . . . "Grand Ole Opry" touring headlining Ernest Tubb, Ray Price, Marty Robbins, Rusty Garbard, Danny Dill, the Drifting Cowboys and the Texas Troubadours. . . . Bill McKay of KECB, Odessa, Tex., slated for the "Perman Basin Jamboree" in Odessa. . . . Conley Williams doing a half-hour country show at WSPA, Montgomery, Ala. . . . Art Smith, WJLA, Winston-Salem, N.C., purchased a nine-acre ranch called the "Lazy Why" and planned on outdoor life there for next summer. . . . Anybody have lead sheet to the hymn "Amazing Grace," send it on to Bill Price, WCOJ, Covistville, Pa. . . . Jimmie Skinner, one-nighter at La Grange, Ga., featured Bill Strength from Atlanta. . . . Jim May, WLCK, Campbellville, Ky., bowed with his own label this week. . . . Ois Blanton out with his first on the latter TV show. . . . Johnny Bond guested with Wes Kalk on the latter TV show in Cleveland recently. . . . Pete Hunter, KRCT, Baytown, Tex., airing almost six hours of country music daily.

Lon Backman, WVOT, Wilson, N. C., interested in getting some voice tracks featuring country and western talent. . . . Rita C. Davis, Norfolk, is the mother of the "Tex Davis" recent "Why I Like Country Music" column. . . . WLOW, Norfolk. . . . Virga Brown and Pat Kay's "Saddle Mates" TV series has switched to WFLX-TV, Youngstown, O. . . . Jimmy Powell and his Hibbilly Ramblers guested on the recent WCIS-TV show for cerebral palsy from Springfield, Ill. . . . Tommy and his indoor circus with String Bean and his Prince Albert show on the "Opry" in Nashville are played to a packed house at the Grand Theater, Lincoln, Ill., recently. . . . Glen Paul now covering a daily show from KGBC, Houston. . . . New Billy Grey disk on Decca, "Pin Up Girl," rates in second place on Johnny Western's RCA Austin, Minn. . . . Billy works with the Hank Thompson band. . . . Charlie Gore, formerly of WLTW-TV, Cincinnati, will be featured on the WSAZ, Huntington, W. Va., "Jamboree" each Saturday night in addition to his regular Tuesday TV slot. . . . Snyder Sisters off on a personal appearance tour thru the summer, with Missouri their first stop. . . . Jim Eastman, WGAP, Maryville, Tenn., has a new show, "Bill Jones and His Crazy Mountain Boys." . . . A. J. Winn, WTAW, College Station, Tex., working with all the name bands that make a stop in that area. . . . Warner Calhoun continues in his her hunkie pick and singin' via WINN, Louisville. . . . Gordon

(Continued on page 52)

• Review Spotlight on . . . RECORDS

MARTY ROBBINS

Prattys Words

Your Heart's Turn to Break—Columbia 21246—Two fine vocals by the way of the period of love with much intensity. "Pretty Words" is an airy, sweet tune; the flip is a strong weeper. Two coin-grabbing sides.

SACRED

WEBB PIERCE

My Name in Prayer (Cedarwood, BMD)

Bugle Call from Heaven (4 Star, BMD)—Decca 20155—Webb Pierce's many fans are certain to enjoy these sacred readings by the chanter. They are sung with sincerity and feeling. Good wax for the family market.

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits

HE'S MARRIED TO ME (Tree, BMI)

YOU'RE NOT EASY TO FORGET (Vern, BMI)—Kitty Wells—Decca 23154

The immediate response to Miss Wells' latest release shows that she is still the No. 1 female singer in this field. First week sales were especially strong in Atlanta, Richmond, Durham and Nashville. Good reports were also received from Cleveland, Buffalo and Eastern Pennsylvania. Altho "He's Married to Me" is the leading side, both are good chart contenders. A previous Billboard "Spotlight" pick.

HONKY TONK GIRL (Brazor, BMI)

WE'VE GONE TOO FAR (Carmel, ASCAP)—Hank Thompson—Capitol 23223

Another big one for Hank from the looks of first reports. Richmond, Nashville, Chicago and Dallas were among those sending back highly enthusiastic sales reports. Both sides are seeing good action, the "Honey" now has a decisive edge. A previous Billboard "Spotlight" pick.

• C & W Territorial Best Sellers

For survey week ending June 2

Table	Week	Chart	Week
1. SLOWLY—W. Pierce.....	1	18	
Dec 28/91—BMI			
2. I REALLY DON'T WANT TO KNOW—E. Arnold.....	2	22	
Billboard's weekly survey of top disk jockey selections in country and western records. The reverse side of each record is also listed.			
3. YOU BETTER NOT DO THAT—T. Collins.....	3	15	
Cap 21071—BMI			
4. ONE BY ONE—K. Wells & R. Foley.....	1	1	
Dec 29/55—BMI			
5. BACK UP BUDDY—C. Smith.....	4	5	
Imperial 8236—ASCAP			
6. ROSE MARIE—S. Whitman.....	8	5	
Imperial 8236—ASCAP			
7. I DON'T HURT ANYMORE—H. Snow.....	10	2	
Dec 29/57—BMI			
8. EVEN TWO—W. Pierce.....	1	1	
Dec 29/57—BMI			
9. AS FAR AS I'M CONCERNED—R. Foley.....	9	6	
Dec 29/57—BMI			
10. RELEASE ME—R. Price.....	7	7	
Cap 21244—BMI			

• Reviews of New C & W Records

Table	Week	Chart	Week
1. SLOWLY—W. Pierce.....	1	18	
Dec 28/91—BMI			
2. I REALLY DON'T WANT TO KNOW—E. Arnold.....	2	22	
Billboard's weekly survey of top disk jockey selections in country and western records. The reverse side of each record is also listed.			
3. YOU BETTER NOT DO THAT—T. Collins.....	3	15	
Cap 21071—BMI			
4. ONE BY ONE—K. Wells & R. Foley.....	1	1	
Dec 29/55—BMI			
5. BACK UP BUDDY—C. Smith.....	4	5	
Imperial 8236—ASCAP			
6. ROSE MARIE—S. Whitman.....	8	5	
Imperial 8236—ASCAP			
7. I DON'T HURT ANYMORE—H. Snow.....	10	2	
Dec 29/57—BMI			
8. EVEN TWO—W. Pierce.....	1	1	
Dec 29/57—BMI			
9. AS FAR AS I'M CONCERNED—R. Foley.....	9	6	
Dec 29/57—BMI			
10. RELEASE ME—R. Price.....	7	7	
Cap 21244—BMI			

(Continued on page 49)

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level. Items are based on the Billboard's weekly survey among dealers throughout the country with a large volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Weeks Last	Weeks Chart
1. WORK WITH ME ANNIE—Midnighters	1	8
Atlantic 1026—B41		
2. SHAKE, RATTLE AND ROLL—J. Turner	2	6
You Know I Love You—Atlantic 1026—B41		
3. YOU'LL NEVER WALK ALONE—R. Hamilton	3	17
The Glenn Miller Band and Cy-Clo 9015—B41		
4. LOVEY DOVEY—Clovers	4	13
Little Monte-Atlantic 1023—B41		
5. GOODNIGHT, SWEETHEART, GOODNIGHT—		
Spaniels	5	7
6. JUST MAKE LOVE TO ME—Muddy Waters	6	2
Oh, Yes—Chess 1017—B41		
7. I FLOVE YOU—R. Hamilton	7	15
So Let Them Be Love—Epic 9047—ASCAP		
8. LITTLE MAMA—Clovers	8	12
Love Doves—Atlantic 1023—B41		
9. I UNDERSTAND JUST HOW YOU FEEL—		
Four Tunes	9	2
Swan-Lamb-Johnny 1021—B41		
10. I DIDN'T WANT TO DO IT—Spiders	10	17
You're the One—Imperial 533—B41		

• Most Played in Juke Boxes

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on the Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Weeks Last	Weeks Chart
1. SHAKE, RATTLE AND ROLL—J. Turner	3	5
Atlantic 1026—B41		
2. WORK WITH ME ANNIE—Midnighters	2	4
Atlantic 1026—B41		
3. YOU'LL NEVER WALK ALONE—R. Hamilton	1	15
Love 9015—B41		
4. LOVEY DOVEY—Clovers	4	12
Atlantic 1023—B41		
5. JUST MAKE LOVE TO ME—Muddy Waters	1	1
Chess 1017—B41		
6. GEE—Crows	6	8
Atlantic 1023—B41		
7. SUCH A NIGHT—C. McPhatter	7	11
Atlantic 1023—B41		
8. I DIDN'T WANT TO DO IT—Spiders	8	14
Imperial 533—B41		
9. THAT'S THE WAY I USED TO DO—Guitar Slim	10	18
Specialty 481—B41		
10. IT SHOULD'VE BEEN ME—R. Charles	9	9
Atlantic 1021—B41		

BRAND NEW AND BOUND TO GO! SHIRLEY AND LEE "CONFESSION"

"Keep On"
"How DO YOU EXPECT ME TO GET IT"
"Deep in My Heart"

THE JETS "GOT A LITTLE SHADOW"

"I'll Hide My Tears"
"I'm Sorry"

JIMMY WALTON "IT'S TIME TO CHANGE"

"Any Man's Fool"
"It's Time to Change"

Aldrin

RECORDS
Recently Hille, Calif.

Sterling Bipl WHAT CAN I DO!

BY THE KINGS
[497] [497-45]

SPECIALTY RECORDS

RECORDS
RECENTLY HILLE, CALIF.

A Sure Fire Hit! FATS DOMINO "BABY, PLEASE"

"Where Did You Stay?"
[5218]

Imperial Records

RECORDS
RECENTLY HILLE, CALIF.

A Sure Fire Hit! FATS DOMINO "BABY, PLEASE"

"Where Did You Stay?"
[5218]

Imperial Records

RECORDS
RECENTLY HILLE, CALIF.

Col. Sets 14-Piece

Mambo Ork to Aid

Band Build-Up Plan

NEW YORK, June 8.—Columbia Records will build a 14-piece mambo ork as part of its new band build-up plan.

The project is under the direction of Gene Becker, the firm's new a.s.r. staffer in charge of special projects.

Becker has been in charge of the firm's two modern orks, the Dan Terry crew, and the Pete Regule ork. The new mambo ork will be set up on the modern mambo kick, with an unusual sound.

In addition to building the new mambo band, Becker will soon build a new r&b series for the label. The firm's Southern and Southwestern distributors are anxious for records for their dealers.

Cat music, swinging dance in r&b, style, and swing have become solid sellers in the South, and Becker is already starting to line up artists, groups and combos for the firm's cat music series.

Drexel Label Set by King, Caldwell

CHICAGO, June 5.—Nat (King) Cole, in his first engagement with Chicago's Ches Paree, broke the all-time one-night record for Records Friday (240 when 1,200 persons packed the house. Evidently the singer's star is still in the fact that advance reservations for the following Friday were made.

Indicate he will break his own record.

Some owners have inaugurated a new policy for Friday nights during Cole's run by adding a fourth show to the bill.

Attending to the nation-wide scope of the singer's popularity is the national magazine all-star for his time. Last week The Saturday Evening Post was at the Chicago spread on Cole. This week the Los Angeles Times and the New York magazine is in town for the same reason, and next week the magazine has an appointment to photograph Capitol's star in action.

• Rhythm & Blues Notes

By BOB ROLONTZ

A number of new trends in the r&b field lately are worth setting down here. The dominance of groups in the field is still with us, with more and more new groups in the field. And the male vocalists and the male groups seem to be making it tougher and tougher for the girls to break thru.

Of equal importance is the sudden switch to ballads, often pop standards, by many artists, and the fact that many of the ballads break thru as hits. The sweet tunes haven't yet crowded out all of the swinging ballads, but they are making it harder for the rockers.

There has also been a paucity of instrumental hits for over a year. After hours and blues and some instrumental blues still sell, but since "Night Train" there have been hardly any instrumentals which have made the hit class.

Vocal, sweet or hot, are certainly the thing this year.

Ray Hamilton, of Epic Records, now has two platform on the Best Selling R & B charts. His first release, "You'll Never Walk Alone," is in third spot after 17 weeks on the chart, and his latest issue, "I Love You," is in the top No. 7, nine this week.

At Records' ditty, "Sho-Bonzy," the Chords, which has been grabbing sales action in the pop field, is still in the pop field by the Crew Cuts on Mercury Records.

Savoy Records has added a number of new names to its current artist roster. Included are the new artists for the group, Carrie Thomas and the Unique Gospel Singers.

The Dramas, a new blues quartet recently signed by the label, have already had their first release.

Columbia Records intends to start a "cat" music series for the label's Southern distribution.

It is understood that M-G-M Records will concentrate more on r&b records starting shortly.

Lee Magid is leaving Central Records soon. Magid is now handling all recording dates at Derby Records.

The a.s.r. is a subsidiary of future plans will soon be set.

The two record executives, Shirley Lee, of Aladdin, go on with a new kick with their forthcoming "Keep On" and "Confession."

On this disk they "let their hair down to each other."

They have been playing a series of one-nighters thru Florida and New Orleans during the next two weeks. . . . Ames Milburn is now on a series of one-nighters in California.

Lowell Fulson will be at the Royal Peacock in Atlanta until June 12, when he plays one-nighters in Fort Pierce, Belle Glade and Fort Lauderdale in Florida.

Floyd Dixon is doing one-night stands in Ohio, Indiana, Kentucky, West Virginia and Arkansas during the next two weeks.

Dorothy Parker is starting her Atlantic City next week.

Marty Craft, of Bruce Records, will visit distributors from coast to coast for the label, starting in California.

The label just signed a new group, The Masters, Jones. . . . Not selling spiritual records at the right time, by the way, is the Memphis quartet on Peacock. Both are moving.

• Review Spotlight on . . .

RECORDS

BILLY WARD AND HIS DOMINONES

Three Colins in the Fountain (Robbins, ASCAP)—King 8462—Here's a striking reading of the current pop hit with the agile Dominones. The lead singer, Billy Ward, and the boys are strong behind him. It could do well both r&b and pop. Flip is "Lonesome Road."

• Reviews of New R & B Records

BILLY WARD AND HIS DOMINONES

Three Colins in the Fountain. . . . KING 8462—Here's a striking reading of the current pop hit, sung with warmth and sweet feeling by the Dominones, sparked by a strong lead singer. The boys do a mighty good job here, and the disk could grab returns in the r&b field, too. It is a little late for much pop action.

Lonesome Road. . . . KING 8462—Here's a strong reading of the spiritual here, singing it with authority. Could get some juke ball and steady spin.

THE BOBBY

Not in Cool Stock No. 9. . . . KING 8462—Here's a strong reading of the spiritual here, singing it with authority. Could get some juke ball and steady spin.

THE CHECKERS

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• Review Spotlight on . . .

RECORDS

JOHNNY ACE

Please Forgive Me (Lion, BMD)
You've Been Gone So Long (Lion, BMD)—Duke 128—

Reviews of New R & B Records

JOHNNY ACE

Please Forgive Me (Lion, BMD)
You've Been Gone So Long (Lion, BMD)—Duke 128—

• Review Spotlight on . . .

RECORDS

JOHNNY ACE

Please Forgive Me (Lion, BMD)
You've Been Gone So Long (Lion, BMD)—Duke 128—

THE CASE BOX

★ AWARD OF THE WEEK ★

"YOU'VE BEEN GONE SO LONG" (2:31)
(Lion BMD)—Ace

JOHNNY ACE
(Duke 128; 45-128)

DUKE RECORDS
2007 Franklin St., Houston 25, Texas

"PLEASE FORGIVE ME" (2:31)
(Lion BMD)—Ace

JOHNNY ACE
(Duke 128; 45-128)

DUKE RECORDS
2007 Franklin St., Houston 25, Texas

one-stop station at London Music, Minneapolis, for several years, has liquidated it and now is with Vera Foster at Acma Music, Minneapolis. . . . Bill Hagus of Edina Disc 'n' Needle store, plans to move to California in July.



the Voice  of Music

Fidelis® Model 560

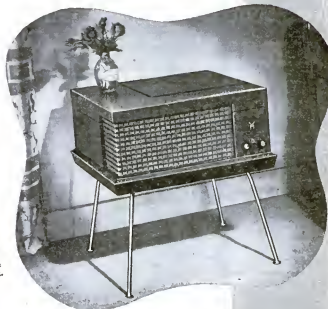
High Fidelity Table Model Phonograph

40 to 15,000 cps frequency range
tone-o-matic® loudness control
3 extended-range speakers!

Choice of finishes... hand-rubbed deep glowing African mahogany or rich Champagne blonde...
same price! Another V-M FIRST! Elimination of the "usual" price differential V-M Fidelis, in mahogany or blonde, only \$140.50 list. In many exclusive, authentic high fidelity sales features make Fidelis the outstanding value in high fidelity.

- Exclusive tone-o-matic loudness control assures equal hearing loudness from 40 to 15,000 cps. Exclusive hearing system consisting of three extended-range speakers (two 9" x 7", one 6" x 6") bass reflex tone chamber, full range angular input receptacle
- Exclusive built-in radio-TV tuner input receptacle
- Exclusive V-M Model 954 record changer and external speaker receptacle • Powerful 5 watt amplifier • Exclusive V-M Model 954 record ceramic with the cast tone arm • New high fidelity cartridge with twin sapphire needles • Lay-4-Lite®, 45 Spindle Muting Switch, Sista Switch
- Black or brass legs available at slight extra cost.

NEW!



Model 556

High Fidelity Portable Phonograph

50 to 15,000 cps frequency range
tone-o-matic loudness control
2 extended-range speakers!

V-M 556 combines easy-to-carry convenience with all the exclusive features of V-M authentic high fidelity.
List \$119.95*

- Exclusive new tone-o-matic loudness control assures equal hearing loudness from 50 to 15,000 cps • Exclusive speaker system featuring 8" woofer and 4" tweeter • Exclusive built-in radio-TV tuner input receptacle • Exclusive built-in tone chamber with life-cast tone capsule and external speaker receptacle • Exclusive V-M Model 954 record changer with life-cast tone arm • New high fidelity ceramic cartridge with twin sapphire needles • V-M adjustable tone chamber
- Powerful 5-watt amplifier has 100% reserve power • Compact, convenient, lightweight 29 1/2" lbs. • Scuff-resistant leatherette covered tuned resonance case • Rich Brown or Rose and Gray combination • Other features: Sista Switch, Muting Switch, Lay-4-Lite, "45" spindle.

NEW!



V-M CORPORATION
BENTON HARBOR, MICHIGAN



See your V-M Distributor Salesman
Now for demonstration! Ask him
about V-M advertising, 4-color photo-
log, literature, sales promotion helps
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See You At
MUSIC MERCHANTS SHOW
IN CHICAGO
BOOTH 39 ROOM 959-W

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U.L. Approved

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

and then plays the Stamford (Conn.) Exposition. These dates hold the promise of good earnings in good weather.

\$50,000 RENT

Noise Suit Vs.
Million \$ Pier
Is Tossed Out

ATLANTIC CITY, June 5.—A Supreme court judge this week refused to issue a restraining against the Million Dollar Pier. Owners of the new-by Shellbourne Hotel had complained that noise from the amusement spot made it impossible for guests to get proper sleep and relaxation, resulting in loss of business to the hotel.

The hotel singled out as excessively noisy the pier's Ferris Wheel, Carrousel, Shooting Gallery and loudspeakers.

Attorney Murray Fredericks, representing President Max Tubis and Secretary Harry Schwartz, of the pier's Beach Amusement Company, filed affidavits saying the pier lease, which runs thru 1959, calls for yearly rental of \$50,000, a percentage of the gross over a certain figure. It also claimed the corporation has put \$250,000 since 1950 into improvements and that it is run in an orderly, quiet and lawful manner.

Judge Vincent Haneman held there was no nuisance at the location, and no legal basis for relief to the hotel's complaints.

New England
Washed Out by
Wettest May

BOSTON, June 5.—Here's what funspot operators in this territory had to contend with in May:

More rain than in any one month in Boston since official records were begun in 1871. A total precipitation of 12.38 inches.

It rained on 18 days of the month.

There was a run of 11 consecutive days of rain, May 2-12.

It rained every weekend except the Decoration Day one, when open got a break of three perfect days.

On one of the weekends, May 15-16, there was a deluge of 5.74 inches, second greatest 24-hour downpour in local history.

ASTRO FORECASTS

All Readings Complete for 1954

On hand in three days: \$4. 5 inch; 3 inch; 1.5 inch. Write for yours...

Gold Fish Prediction, 4 year, \$10.00...

WHAT IS WRITTEN IN THE STARS...

9 inch, 12 inch, 15 inch, 18 inch, 21 inch...

10 inch, 12 inch, 15 inch, 18 inch, 21 inch...

12 inch, 15 inch, 18 inch, 21 inch, 24 inch...

15 inch, 18 inch, 21 inch, 24 inch, 27 inch...

18 inch, 21 inch, 24 inch, 27 inch, 30 inch...

21 inch, 24 inch, 27 inch, 30 inch, 33 inch...

24 inch, 27 inch, 30 inch, 33 inch, 36 inch...

27 inch, 30 inch, 33 inch, 36 inch, 39 inch...

30 inch, 33 inch, 36 inch, 39 inch, 42 inch...

33 inch, 36 inch, 39 inch, 42 inch, 45 inch...

36 inch, 39 inch, 42 inch, 45 inch, 48 inch...

39 inch, 42 inch, 45 inch, 48 inch, 51 inch...

42 inch, 45 inch, 48 inch, 51 inch, 54 inch...

45 inch, 48 inch, 51 inch, 54 inch, 57 inch...

48 inch, 51 inch, 54 inch, 57 inch, 60 inch...

51 inch, 54 inch, 57 inch, 60 inch, 63 inch...

54 inch, 57 inch, 60 inch, 63 inch, 66 inch...

57 inch, 60 inch, 63 inch, 66 inch, 69 inch...

60 inch, 63 inch, 66 inch, 69 inch, 72 inch...

63 inch, 66 inch, 69 inch, 72 inch, 75 inch...

66 inch, 69 inch, 72 inch, 75 inch, 78 inch...

69 inch, 72 inch, 75 inch, 78 inch, 81 inch...

72 inch, 75 inch, 78 inch, 81 inch, 84 inch...

75 inch, 78 inch, 81 inch, 84 inch, 87 inch...

78 inch, 81 inch, 84 inch, 87 inch, 90 inch...

81 inch, 84 inch, 87 inch, 90 inch, 93 inch...

84 inch, 87 inch, 90 inch, 93 inch, 96 inch...

87 inch, 90 inch, 93 inch, 96 inch, 99 inch...

90 inch, 93 inch, 96 inch, 99 inch, 102 inch...

93 inch, 96 inch, 99 inch, 102 inch, 105 inch...

96 inch, 99 inch, 102 inch, 105 inch, 108 inch...

99 inch, 102 inch, 105 inch, 108 inch, 111 inch...

102 inch, 105 inch, 108 inch, 111 inch, 114 inch...

105 inch, 108 inch, 111 inch, 114 inch, 117 inch...

108 inch, 111 inch, 114 inch, 117 inch, 120 inch...

111 inch, 114 inch, 117 inch, 120 inch, 123 inch...

114 inch, 117 inch, 120 inch, 123 inch, 126 inch...

117 inch, 120 inch, 123 inch, 126 inch, 129 inch...

120 inch, 123 inch, 126 inch, 129 inch, 132 inch...

123 inch, 126 inch, 129 inch, 132 inch, 135 inch...

126 inch, 129 inch, 132 inch, 135 inch, 138 inch...

CROWDS GOOD,
CONEY SHELVES
TAX BLACKOUT

NEW YORK, June 5.—Coney Island planned last week to black out Surf Avenue and adjoining amusement streets as a protest to the proposed 5 per cent city amusement tax. But as the Square theater owners. But crowds were so thick on the island on Monday night (31) and business for all was so good, it was decided to keep the lights on and cash in while the spenders were on hand.

Sweeney Beats
Weatherman;
Gets Races In

CHICAGO, June 5.—Three auto races staged by National Speedway, headed by Al Sweeney, played tag with the elements over the holiday weekend but all three programs were run off with attendance holding surprisingly strong.

A 100-mile stock car race at the Kansas Free Fair track, Topeka, on Sunday pulled 11,000—an unusually strong turnout—but it was necessary to start the races 15 minutes ahead of schedule to beat rain that threatened.

At Belleville, Kan., the same day one inch of rain fell in the forenoon and it was not until noon that the track crew could get on the track. The track was ironed out, with actual racing deferred until 4 p.m., when the event was run off before a crowd estimated at 6,000. The program was marred by an accident in which Bobby Grim, of Indianapolis, looped his car and suffered third degree burns.

On Decoration Day the Sweeney organization opened the new Robb-Speedway at Wichita, Kan., at night in the face of storm warnings and high winds a crowd estimated at 4,000 braved the warnings to view the sprint races.

Cranston, R. I.,
Cele Includes
Atom Display

CRANSTON, R. I., June 5.—This city's Bicentennial Celebration opened a week-long run Friday night (26) and was scheduled to close yesterday.

Free attractions included the Atomic Energy Commission-sponsored atomic energy exhibit, a marathon road race to be run from Cranston Stadium to the State House and back, and pageant by costumed Indians of the Narragansett, Wampanoag, Pequot and Mohegan tribes.

The Bicentennial Pageant was to be held nightly on a mounted stage, with a cast of 1,000 city residents depicting 14 scenes from the history of Cranston. The closing day parade yesterday was replete with floats and marching bands.

United Amusement Company held down the midway at Cranston Stadium.

Leonidoff Set
To Produce
Shrine Show

NEW YORK, June 5.—Leon Leonidoff will produce a special show—H. Neighbor—for the national convention of the Shrine to be held in Atlantic City next month. With the reportorial material in the form of an elaborate musical, a line of 38 girls plus numerous specialty acts will be used. Negotiations for some of the acts are now being conducted with George A. Hamid office.

Top names reported set for the spectacle include comic Bob Hope and Gloria Haven. All Shriners registering at the convention will be expected to draw some 100,000 people to Atlantic City, will be given a free ticket to the Beach Pier.

CARNIVALS HEAD FOR
BIGGEST PROFIT DATESAMUSEMENT PARKS
BUYING BIG FOR
LUSH MONTHS AHEADFAIRS SET FOR
BONANZA YEAROUTDOOR SHOW BUSINESS
GEARS FOR RECORD SEASONCONCESSIONAIRES STOCKPILE
SUPPLIES IN BIG VOLUME
FOR THREE BIGGEST MONTHS

RIGHT NOW—

EVERYONE in Showbusiness is heading in to the Biggest PROFIT DAYS of the whole season.

and right now—

THE BILLBOARD'S
44th ANNUALSUMMER
SPECIAL
ISSUE

will carry your sales message further, for weeks and months longer—at no further cost over any weekly issue

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YOUR LAST CHANCE

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300 Arcade Bldg., St. Louis 1, Mo.
Chestnut 1-0443SAM ABBOTT
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The Billboard
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Even Brighter for '54

Over 100 Photos from the '54 Outdoor Year
Over 100 Photos from the '54 Outdoor Year
Over 100 Photos from the '54 Outdoor Year

Theater To Wreath Its Own
Vio Eighth Donaldson Awards

BALL PITCHING MACHINES

PITCHING PETE,
\$250.00

PITCHING PETE R.,
\$125.00

CARL KEYS
Northbrook, Ill.

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Loring house, must be moved. Very
nice, 4 bedrooms, 2 baths, 2 fireplaces,
central air, etc. \$10,000.00.

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WORLD'S LARGEST
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**No Matter
Where You
Land...
You'll sell MORE popcorn
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Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma... corn that looks so good, smells so good, each passerby has to buy!

More Profits, Too

★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.

★ Popsit Plus is liquid in all weather— easier to measure—No Pre-heating.

AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route



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Made by C. F. Simonin's Sons, Inc., Phila. 34, Pa.
POPPING OIL SPECIALISTS TO THE NATION

Machines and Dispensers

FLOSS • POPCORN • CANDY APPLES
SNOWBALLS • DRINKS

Plus... a Complete Line of Supplies!
Get everything from one source!

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DISTRIBUTORS FOR GOLD MEDAL PRODUCTS



SAVE ON POPCORN KETTLES
JUNE SALE

Remember only you can buy CONCESSION POPCORN KETTLES at greatly reduced prices. Concession Kettles are made for you! For suggestions, dependability and assured profit—write for our free literature.

8 QT. POPPER \$15.00
12 QT. POPPER \$25.00
16 QT. POPPER \$35.00

Everyone can now afford these top producers for main concession stands.

CONCESSION SUPPLY CO.

3916 SECOR RD.
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CONCESSION SUPPLY CATALOGUE

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

POPCORN COTTON CANDY COOK HOGS
SNO-CONES CANDY APPLES GRABS

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and assure the best service in the business.

GOLD MEDAL PRODUCTS CO.
318 E. 76th St. CINCINNATI 2, OHIO

**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**

Little Change Seen In Popcorn Picture

TORONTO, June 8. — Ample supplies of raw popcorn led to no substantial increase in prices was predicted by James Blevins, Blevins Popcorn Company, Nashville, in an address before the third annual popcorn and concession conference held here Friday (23). The address, sponsored by the International Popcorn Association, was held in the King Edward Hotel.

Blevins said that most people in the trade expect reduced prices this year but a sizable carryover is expected for next year and this should keep inventories above normal and prices near their current low levels.

The overall situation is a big factor in the price of seasoning oil, according to John Panter, Procter & Gamble of Canada, who spoke on "The Oil Picture." If the price of S. should engage in direct hostilities in the Pacific, prices would go up, he said. Otherwise, they should remain near their present levels.

The outlook for machinery of all types continues bright, according to Robert L. Mann, Krippy Kist Korn Machine Company, Chicago. There is no shortage of any type of metals and stainless steel is in abundant supply, he said. Most manufacturers are coming out with modern, streamlined models and are putting more flash into the models than are seen by the consuming public.

Greater promotion in the sale of refreshments in auditoriums and arenas were advocated by George Panter, of the Suburb (Ont.) Arena. He told the representatives that an attractive stand and pure white popcorn bags goes a long way in helping concession income. He also stressed that high quality of popcorn and other items has proved successful at his building. Panter also outlined a system of distributing small sam-

ple bags of popcorn free to audiences early in the program and said it has helped increase the overall size of the items.

J. J. Fitzgerald Jr., president of the popcorn association and from Theater Connections Ltd., this city, served as co-chairman of the meeting along with Sydney Spiegel, Super Puff Popcorn Ltd., also of Toronto.

Others on the program included Tom Sullivan, executive vice-president of the IFA; A. A. Singer, Rex Specialty Bag Corporation; Clifford Oates, Shops & Food; Ltd.; Toronto; John McCrindle and J. H. MacPherson, McCormicks Ltd., Weston, Ont.; and Tom Moran, Odeon Theaters.

Coca-Cola Company of Canada and Pepsi-Cola Company of Canada entertained at luncheon and a cocktail party.

7-Up Pushes Flot Drink

ST. LOUIS, June 8.—The Seven-Up Company has issued a promotion kit on its 7-Up Ice Cream Float, its big merchandising effort for this summer. According to E. W. Winter, the promotion is double-barreled, not only being slanted for home consumption but also on an item for food and beverage operators at outdoor amusement parks.

The ice cream and 7-Up combination was originally developed as a retail rather than a home refreshment, Winter said.

Pepsi Adds 32 Plants

WILMINGTON, Del., June 8.—A total of 32 new Pepsi-Cola bottling plants will be opened in the United States and construction will start on a number of others this year, Alfred N. Steele, Pepsi president, announced this week. In addition to the domestic expansion, 17 more plants will also go into operation in other countries.

Organize New Food Council

CHICAGO, June 8.—The National Industry-School Council on Food and Beverage Sanitation has been organized to direct a national co-operative program in food and beverage sanitation. The council was organized by the National Restaurant Association, the National Sanitation Foundation and the U. S. Public Health Service.

Dr. Pepper Launches Big Promotional Drive

DALLAS, June 8.—Dr. Pepper Company has launched the biggest sales promotion campaign in the firm's history and will spend \$2.5 million this year in promoting its soft drink in new as well as established territories. And much of this appropriation will go for giveaways at a wide variety of locations.

The firm, which had sales of \$10.6 million in '53, is expediting moving north and east and later this year will establish a new sales plant in California to supplement its plant here in Birmingham, St. Louis and in Baltimore.

Much of the promotional program will be in the form of merchandise and cash giveaways for boys. In a further plan to supplement its plant here in Birmingham, St. Louis and in Baltimore, the firm will give away Dallas for 12 bottle tops. In several Alabama towns recently, Dr. Pepper has received cartons of free miniature Train and Roller Coaster rides were given away. Tickets attached to Dr. Pepper cartons. A kite flying contest was held in Missouri with prizes limited to customers, and magic balls are being given away. Dr. Pepper along with their diplomas, established cartons of Dr. Pepper swimming equipment at the Wilmington, N. C., beach, using about 100 instead of 200.

While the company admits

making biggest pitch to the young, it also has plans for planned for adults. This spring it gave out three million packages of Dr. Pepper seeds free with the purchase of cartons of soft drink. Another sales booster is its Silver Dollar Man radio program. Adult entry blank attached to a carton asks the purchaser to tell why it switched to Dr. Pepper.

Winners names are read over the radio and within a few minutes a representative calls on the winners giving him \$1 for each bottle of the beverage he has in his home up to 10. One bottle in Baltimore \$10,000 in the contest last year.

Dr. Pepper's dollar volume shot up 149 per cent since 1941, 69 per cent in the last five years. The firm had net earnings of \$653,647 last year, against \$74,160 the year previous. A further gain was registered in the first quarter of this year, with net earnings amounting to \$107,112, an increase of 21 per cent over the same period in 1953.

Leonard M. Green, president, said that strap sales in April and May point to a good second quarter for the firm. Green also said that the firm has several plans to join the growing trend toward canning. Dr. Pepper will conduct a series of marketing test in California as soon as a sufficient number of containers are made available.

Bigger Menu Holds Crowds At Kid Spot

SCHERRVILLE, Ind., June 8.—Sauer's Kiddiland here holding its trade longer by a bigger sandwich menu introduced this year for the first time since the spot opened five years ago.

Mr. and Mrs. Frank Sauer, operators of the kid spot, said that their adult patrons were taking their young ones there more often because the adults were getting hungry and the only sandwiches available at the spot were hot dogs. This year the Sauers expanded their line of food to include hamburgers, cheeseburgers, barbeque sandwiches and pork tenderloins and they feel this has held their crowds longer, insuring more ride tickets sold.

Last year and in previous seasons ride business at the kid amusement spot tapered off early in the evening and by 10:00 or 11 p.m. was quiet. On one Sunday evening this season, plenty of people were still on the grounds at 11 p.m., and some, if not all of this was attributed to the expanded sandwich menu.

Price-wise, the hamburgers sold for 15 cents, cheeseburgers and barbeques 35 cents, and pork tenderloin, 40 cents.

BIG PROFITS WITH SOFT ICE CREAM



Sani-Serv DIRECT DRAW
DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
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MAKE \$100.00 A DAY

On Candy
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Our PRAP-TOX is just what you need to make millions of dollars in candy floss. No vibration. P.E.T. parts. Write today for free literature for free literature.

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84 PROFIT

ON EVERY 10¢ SALE!

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FREE TRIAL! Write for literature.

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12 1/2" Popper Pl. 12 1/2" Popper Pl. 12 1/2" Popper Pl.

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Write and you will receive the only one of its kind in the world. For information write to:

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All the news of your industry every week in The Billboard...

PARKS RESORTS POOLS

New Owners Open White City Park

Hamid Sells to Knohl-Fronted Combo; Dagmar Jams Prem of 'New Funspot'

WORCESTER, Mass., June 5.—White City, former Hamid-owned amusement park on Lake Quinquamond, opened last week, and time that it would never be the host of additional features during the customers.

An estimated 50,000 patrons filled the refurbished funspot, built by George A. Hamid last month, the White City Park Amusement Company fronted by Larry Knohl, who will be active in the park management. It is being operated by Charles Hamid, the latter remaining on after having been named manager for years to the late Sam Hamid, brother of George.

The Knohls and their associates lost no time in pouring dollars into White City. They were completely modernized the park. A ballroom is nearing completion. A new beach has been constructed on the lake front.

Pool Filled In
Another innovation this season is four new rides being installed over the recently completed swimming pool. Two rides are up already.

The park was jammed for the opening, at which Dagmar and her cast performed. They were thru Monday nights (29-31). Another free attraction was the "Foulion Troupe," aerial cyclists. Mickey Sullivan was emcee and performed with a circus-style circus-rodno band. Al Parker entertained at the Hammond organ. Hamid said he will retain the booking privilege, with the policy being a free act weekly beginning on Sundays. Also planned is the weekly presentation of name attractions.

The Knohls have been active in Long Beach, N. Y., realty circles, having owned tracts of resort territory on which kiddie rides formerly were operated.

Hamid is reportedly in the mortgage and said he is purchasing a property in an advisory capacity.

With a new fence already erected, and four new entrances.

Glen Echo Is Transferred by Transit Firm

WASHINGTON, D. C., June 5.—Capital Transit Company last week transferred ownership of the million worth of property, including Glen Echo Park, to its stockholders.

Since the move was made without consulting the Public Utilities Commission, Commissioner Spencer was queered on his opinion of a television play.

"There is a good deal to be said" for the transfer, Spencer said, adding there was no reason why the amusement park should be continued as a financial part of Capital Transit since it is actually a separate enterprise.

There is also nothing illegal or improper about the transit firm's action, he added. The PUC is studying the firm's financial affairs and the firm is prevented from paying any stock dividends until the study is finished. Spencer said he didn't think the Glen Echo transaction had any connection with the stock matter.

Two Penny Pops Set Talent Pacts

NEW YORK, June 5.—Talent for holiday shows at Bantock Park, Mahanoy City, Pa., and Dorsey Park, Allentown, Pa., has been set by Abe Feinberg.

St. Columella's Kiltie Band appeared at Dorsey Park. The Troupe has 18 members, parades, drills and presents a show.

BIG ROCKS' AD PRODUCES GOOD HOLIDAY BIZ

NEW YORK, June 5.—Rockaways' Playland angled for the Memorial weekend trade Friday (28) with its largest and most costly ad of the year in the multi-million circulation Daily News. The ad was two columns wide and stretched the full depth of the page, describing in effusive terms the features of the Queens' funspot's attractions. Cost of the ad ran to about \$1,000, it was reported, with the expense justified in that two of the best days of the year were turned in on Sunday and Monday (30-31) in spite of the weather. Intermittent showers cut the Saturday crowds.

He added that the new park "grossed more over the three-day holiday weekend than it did all of last May."

NEW ORLEANS, June 5.—Spenders may have the luckiest and lucky breaks in the weather when it counted more, have added up \$600 in business for Pontchartrain Beach so far, operator.

While rain and unseasonably cold weather has invaded the New Orleans area, the weather has been lucky to stay away from the important week-end.

Another factor in the successful start, Batt reported, is the comparative lack of unemployment in the New Orleans area. The employment patterns in the North and South are quite different, he said, with gains in North—reflected in the South until some six months later. However, the South is usually some six months behind the North when the trend is the other way.

Typical Promotion
For the opening, and typical of the promotions the park management likes to drum up, was the appearance of a young lady given queen status by a brand company. The promotion—advertising of the brand company resulted in a turnout estimated at 20,000—enough folks to give any funspot a banner day.

An expanded kiddieland, with its own contained area, within a new steel building, 35 by 108 feet, is a feature this year. Kiddie rides, formerly only a few, have been raised to 10 cents and are now offered at 7 for 50 cents—a grouping and a price that makes it possible to advertise 40 per cent off.

With schools closing this week the park management will see that the youngsters remember Pontchartrain as a fine place to have fun economically by presenting \$2,500 show. Another \$2,000 will go toward advertising the event and the management fees by the youngsters will remember the funspot through the summer and plan repeat visits.

From Miami
Batt flew to New York from Miami, where he conducted a tour of the Schaefer manufacturing, to study the proposed adoption of a 5 per cent amusement tax by New York. Mr. Batt joined him there to attend.

BOB PLANK, of Dorsey Park, Allentown, Pa., is all smiles as he receives a check of a recent bargain totaling \$50 years at the house. From left: Jerry Price, of Glen Echo Park, Washington; Platt; Elmer Foehl, of Dorsey Park, Allentown; and Dorsey's attractions. The three park men are NAAAPP officials: Foehl is president; Platt, second vice-president, and Price, director.

Promotions, Weather Boost Pontchartrain

and ceremonies at Hunter College and the lake near the lake near San Juan, a personal friend.

Batt flew back to New Orleans last week to be in hand for the annual fireworks show presented on barges in the lake by the Lake Browning Company.

The success of these events has resulted in a \$100,000 increase in the park's sales simultaneously so that the displays can be viewed along the entire—some lake from.

Batt said he had contracted for New Schiff trucked kiddie car, the unit will operate on a third-rail principal instead of on batteries.

Jefferson Beach Adds Boating Shops, Docks

DETROIT, June 5.—A construction program for year-around facilities at Jefferson Beach Park, announced last winter, is about one-third completed, and the Marina, boating facility, already is in operation. Plan calls for handling boat repair and maintenance work in the winter season to augment summer park and boating business.

Construction of a 1,500-foot pier in a double row and a portable dockage facilities provide boats for 350 boats. This takes the place of the bathing beach which became impractical to operate because of high water conditions. Demand for boat space is greater than the supply.

Year-around boat storage facilities will enable the park to get as much revenue in winter as in summer from this source and according to Harry Stahl, general manager of the park.

Boat Shops
The former bathhouse is being converted into boat shops and storage. The new bathhouse, said to be visible for 100 miles, will give boats to the dock area and also give the park an added advertising feature—the lights will bring park traffic by land.

BEST IN YEARS

Parks Profit as Sun Shines for Holiday

NEW YORK, June 5.—Metropolitan area amusement spots got their first Memorial Day weather break in years last weekend. Starting dimly with threatening showers Saturday, the sun came out in pouring rain, the weather perked up perfectly on the following two days.

Temperatures topped 80 on both Sunday and Monday (30-31) to send aweltering residents trooped outdoors to beaches and amusement spots. Turnout at Island million visitors, and the 10-mile beach at the Rockaways figured another 50,000.

Sharing in the fine summer days were all the region's kiddie and major funspots. Up in Westchester County, Playland Amusement Park, Ryer, turned around 18,000 customers Saturday, most of them early in the day. Sunday crowds approximated 27,000 and another 25,000 on Monday brought the total to 70,000. Spending was estimated at \$100,000.

Also noting the good pool patronage was Palisades (N. Y.) Amusement Park, whose owner, J. B. Bonthron, confirmed that it was the best holiday weekend in years. Water rides and those that stayed into the lake did, he said, with customers seeking to beat the oppressive ground-level heat.

"Biggest Memorial Day weekend ever" was the description.

Pool Bat Good
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FAIR EXHIBITIONS

Two Rival Winnipeg Events in Strong Bid for Patronage

One Launches Advance Sale of Rodeo Tickets; Other Opens Publicity Guns

WINNIPEG, June 5.—Advance sale of tickets for the rodeo to be held at the Greater Winnipeg Exhibition August 5-7 at Red Park in suburban St. Vital is under full swing. Expectations are for a big sale as the rodeo will be the first presented in the Winnipeg area since the early '30's.

The rodeo program will include chuck wagon races as well as all of the usual rodeo events with the exception of calf roping, according to E. J. Casey, the fair's business manager.

Heavy rains have slowed up work and some construction of the rodeo site, which is new for the exhibition. In past years the exhibition operated on a permanent tract. Scheduled for completion in time for the August 2 opening are a concrete dike building a race track, a grandstand and parking lot. The latter will have a capacity of about 10,000 cars. The main road leading to the exhibition grounds is also being widened to accommodate the heavy traffic expected.

Besides the rodeo, the fair will offer the Royal American Shows on the midway. Much publicity is being given to the fact that the Royal American Shows will present the "Dancing Waters" show in its line-up.

Officials are now pushing the farm machinery and industrial show. The new exhibition building to be used for horticultural exhibits, school exhibits and women's exhibits.

WINNIPEG, June 5.—The Red Bird Exhibition at Polo Park July 24-31, is pulling out all of the stops in bidding for exhibitors and attendance.

Claude B. Main, director of publicity and advertising, the week announced that the exhibition in a tie-up with the Winnipeg Junior Chamber of Commerce and with the co-operation of the Canadian Mounted Police will make a strong pitch for attendance by tourists.

Lucky visitors to the city will be "arrested" by friendly law officers and escorted to the exhibition. There they will be the guests of the Jaycees and of the exhibition board and will receive gifts and souvenirs of Manitoba's products.

The exhibition, in seeking more commercial exhibitors, is distributing to manufacturers, wholesalers, distributors and retailers of Manitoba an effective presentation, in which it points out the long list of past exhibitors, etc. The presentation features a sketch of Polo Park at fair time and indicates many of the attractions as well as the buildings.

The Conklin Shows will be on the midway. A program of free acts and a fireworks display will be presented each night. Special days will be Saturday, July 24, American and Children's Day; Monday, Citizens Day; Tuesday, Sportsmen's Day; Wednesday, 4-H and Farmers' Day; Thursday, Armed Services Day; Friday, All Nations Day; and Saturday, Total Victory Day.

Big Jim MacDonold Dies in Calgary

MOOSE JAW, Sask. June 5.—Funeral services were held here recently for James C. (Big Jim) MacDonold, 62, vice-president of the Manitoba Provincial Exhibition, who died in Calgary May 15 following a heart attack. In the early 1940's, he was secretary-manager of the Moose Jaw Exhibition. Surviving are his widow and one son.

HONOR FRANK FELLOWS

Water Co. to Name Lake After Fair Official and Dad

SPRINGFIELD, Mo., June 5.—A lake to be constructed here this fall by The City Water Com-

PREPS CONTRACT PNE Seeks 15% From Footba In New Bow

VANCOUVER, B. C. June 5.—The Pacific National Exhibition has readied a six-year contract for exhibition Park Under the terms of the contract, the PNE will receive 15 per cent of the receipts after taxes.

The exhibition will take charge of the box office and ticketing for the British Empire Games July 31-August 7. For that event, it is known as Empire Stadium but the name will be changed after its completion in October 1955.

To aid the football club in its first few years of play in the Western Interprovincial League, the PNE will refund 5 per cent of its take the first year. In subsequent years in 1955, after which it will retain its full 15 per cent of receipts.

Set Dancing Waters for Southeastern

ATLANTA, June 5.—The exclusive 1954 Atlanta showing of the "Dancing Waters" spectacle has been scheduled for June 18, September 30-October 10, it has been announced by the Atlanta manager, E. Lee Carter. Contracts were signed this week by the Atlanta Fair and the Gooding Amusement Company, Columbia, Mo., who flew Atlanta for consumption of the deal.

Since "Dancing Waters" is an electrical spectacle, it will be well with the fair's "Jubilee of Lights" features, commemorating the 75th anniversary of Edison's invention of the incandescent lamp. Carter said that "Dancing Waters" is the first of a series of Springfield shows and exhibitors planned to give fair-goers the newest and best of such attractions. The water spectacle will be presented under canvas having a seating capacity of 2,000.

lowa, long-time Ozark Empire Fair official, and his father, Col. H. H. Fellows, founder of the Springfield Water Company, a predecessor of the present water company.

In a decision to name the planned reservoir Fellows Lake was issued on the company's intent to make it available for fishing and boating, a tribute to Uncle Frank's prominence as a sportsman and to his father's connection with the company.

Uncle Frank retired from business—the manufacturing of wagons—in 1942 and has continued actively associated with the fair here, with which he has been associated since 1904. He retired as fair president two years ago when he was made an honorary member of the board with the title of chairman. As such, he is an almost daily visitor to the fairsgrounds.

Come June 26, he and his wife will have been married 59 years. They have lived at the Kentwood Arms Hotel here since 1927.

MELROSE, Sask. June 5.—The Melrose Agricultural Society has started work on a \$20,000 young activities building. The construction of the building will be for the three-day fair in July. It will have an office, lecture room and machine instruction room. During the fair, a part of the building will be used to house women's exhibits and boys' and girls' camp displays.

PLOWS BACK PROFITS Tulsa Earmarks 150G For Plant Additions

TULSA, June 5.—The Tulsa State Fair has mapped plans for a list of plant improvements that will cost about \$150,000. Jay P. Walker, fair president, announced.

This year, which has plowed more than a million dollars into the fairgrounds in the past five years, will continue its building program as funds become available from the fair and off-season activities, Walker said.

A major project in the long-range plans is a \$60,000 swine barn to be erected across the street from the Tulsa's huge livestock barn, one of the largest in the country. Construction of the barn will probably not get under way until next year, although several other improvements are scheduled to be completed in time for this year's fair, October 2-8.

Included on the list are shower room improvements in the girls' section of the dormitory, \$10,000 drain tile, sign boards, black-topping and installation of the pressure water pump to increase water pressure during fair week.

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The time-table for the program has not been set yet, although first on the list is the installation of

private stalls for the shower rooms in the girls' dormitory. Other minor expenditures will include a new drain tile, sign boards, black-topping and installation of the pressure water pump to increase water pressure during fair week.

Pick Bill Moore As Louisville Sports-Rec. Dir.

Ky.-Ind. All-Star College Game, Jr. Olympics Skipped

LOUISVILLE, June 5.—W. A. (Bill) Moore, who for years has been identified at athletics and recreation in Louisville, has been named director of sports and recreation of the Kentucky State Fair. He will supervise a broad recreation program at the fair.

Kentucky-Indiana College All Star game, dedicated to Kentucky youth, will be held on the fair's opening day. Other youth features will include a daily junior amateur program open to boys and girls between the ages of 10 and 15.

A completely equipped Tot Lot is to be installed and staffed with trained, uniformed attendants who will care for and entertain children while their parents enjoy the fair.

Conn. Annuals Reverse Apple Pie Regulation

HARTFORD, June 5.—The annual apple pie contest sponsored by the Association of Connecticut Fairs and the Connecticut Pomological Society will be enlarged this year to include any cooked apple dish. The group said Thursday (3). Contests will be conducted at all fairs held by association members.

The person submitting the best apple dish will be invited to compete at the association's fall meeting, slated for November 6 at Hartford. Eight winners will be selected there, and all will receive equal prizes. The eight will then compete at the Pomological Society's annual meeting, set for December 1 at Hotel Borel, where any amateur cook can enter as many fair contests as he wishes, but may enter only one dish in the semifinal event. Connecticut fairs will be asked to give each exhibitor must submit a recipe of his apple dish, along with the dish itself.

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Des Moines Papers Set Do-It-Yourself Show in Fair Bldg.

DES MOINES, June 5.—A Do-It-Yourself Show was announced by the Des Moines Register and Tribune. In planning for exhibitors, the publishing newspapers advertise that Central Iowa offers a "100-a-family, do-it-yourself market."

Miss BeBo Says . . .

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CARNIVALS

World Off to Boom Start With Top Attractions Group Bergen Unit Finds Late Season Start at Plainfield Pays Dividends

FRANK BERGEN, general manager of the World of Mirth Shows, was made an honorary fire chief and honorary chief May 27, at part of a ceremony celebrating the 20th consecutive year that his organization has played for the Arbor Hose Company at Arbor, bordering Plainfield, N. J. Fire Chief John Ambrose, (left) is presenting Bergen with the chief's badge as Police Chief Pete Schlutzenzer looks on.

75G FOR SPONSORS

Firemen Note 20th Yr.; Make Bergen a Chief

PLAINFIELD, N. J., June 5.—An uninterrupted association of 20 years between the World of Mirth Shows and the Arbor Hose Company was noted Thursday (7), the night before the show opening, at a dinner tendered Frank Bergen, show owner, who was made an honorary fire chief. To complete the honors that day, the actual show site and a small community bordering Plainfield, could confer on the firemen and police chief also an honorary chief of police, John Ambrose, the fire chief, acted for the firemen and Police Chief Schlutzenzer represented the police.

Champaign, Ill., Gives 20th Cent. Best Week's Biz

Seven Fairs Booked, Tack on Added Kid Matinee for Show

NORTH CHICAGO, Ill., June 5.—The 20th Century Shows, which have been out since April 10, caught the best week's business of its four last week at Champaign-Urbana, Ill. The weather was cool but brisk opening off-set the weather-thinned crowd to give the show a good gross.

Since here, close to the Great Lakes Naval Station, was his during the first four days of this week by either rain or cool weather. Grace Williams, Sauer Girl, continues as the top show, with the Tilt-a-Whirl the biggest gross attraction. The Edgingtons, husband-and-wife team, has been playing effective work in advertising the show and handling the kid matinee. General Agent, Jon Wright, announced that seven additional fairs were booked to be played by the show, which lacked off to a good midweek, at which the show will feature bicycle giveaways.

Isser Scores Top Earnings At Hicksville

NEW YORK, June 5.—The I. T. Shows brought a red hot at Hicksville, L. I., this week. Excellent weather thru the week helped the show to frequent sell-out nights on its annual tour of Long Island Sound. Show units will be added now as the organization tours away from New York, where it plays late at the start of the tour. The general manager reports that business has been mostly good since the opening weekend or frequent rain and weather during the past several weeks.

Mike Matino, Va. Greater Midget, Dies

THE 20-year association between a show and a sponsor is believed unique in carnival annals. Certainly the business and social relationship that has always existed between the show and the sponsoring firming makes has been unsurpassed.

Thru Hard Times
One of the finest examples of the benefits that can accrue to a sponsoring group, the date here has survived, among other things, one of the worst depressions in the history of the nation and the growth of business and residential areas that now surround the one-time country lot. Thru the years the World of Mirth has given the firemen upward of \$75,000. Yearly earnings now never drop below the \$30,000 mark. But it wasn't always as good. Bergen recalled for the first time that his partner, at the time, the late Max Linder, never had to go into their pocket for 35 cents to make up the \$400 guarantee for the show's first appearance.

The money earned thru the years built the model firehouse, which is the ceremonial date held. Later earnings added the equipment including mobile first aid unit, is said to be among the finest. The members, (Continued on page 66)

Heart Attack Takes O'Brien

NILES, O., June 5.—James J. O'Brien, 35, co-owner of the Swift Circus, was killed by a heart attack at the World of Mirth Shows and former Wild Life Show operator on numerous carnivals. He died here, in the past he had been with the show. Prior to his death, O'Brien was a lifelong friend of James P. Sullivan, operator of the Wallace Bros. Show of Canada, and Dick Dillon, Mechanical City operator.

James J. O'Brien is his widow, Cecilia, Niles. Burial took place in Youngstown.

Midway Units Rep Dollar Harvest At Ringing Circus Date in Paity

PHILADELPHIA, May 5.—Ringing-Barnum circus brought over \$100,000 in business to the city lot last week and erected a bonanza week of business for some 100 concessionaires booked thru John Quinn and Jack Esner, who were the main attractions. So advantageously, the John H. Marks Shows also lived off the report of the show. The show earned a hefty profit, overcoming a lull in the season. While it was apparent from Friday start Monday (24) that the date would be a rep for all concerned, it is unlikely that anyone accurately visualized the booming weekend. The show had police halting the sale of ride tickets until those who already held tickets could

By JIM McHUGH
PLAINFIELD, N. J., June 5.—Frank Bergen's World of Mirth Shows got off to a lucrative season start here Friday (24), the first four days of the nine-day run gave the show the best mark in excess of the earnings for the entire seven days played last year. If the weather doesn't cross the organization in its wind-up season, it is likely that the show will top its former best mark of some \$400,000 by a considerable margin. The show had its best opening that it has ever had.

The show opened here Friday (24), despite the start of its season by about a month and by so doing saving at least \$15,000 in rail

moves alone. Actually, the savings might run to considerably more money since the town of Plainfield, N. J., has played, Wilmington, Del., and Chester, Pa., got no better break from the weather this year during the period that the World of Mirth would have played them than they rated over the past several years. The front and back personnel alike are most happy of the decision to begin the season here, a date that has never failed the show, rain or shine, in the 20 consecutive years that it has played here.

Bergen had toyed with the idea of opening late for the past several years and this winter finally made up his mind. The thought in some quarters that personnel would be inclined to drift as a result proved unfounded and show help in every category had nothing but words of praise for the decision of the boss man.

Top Attractions
In keeping with the Bergen decision to form the show will not rate its peak strength and eye appeal until it approaches its first year in July. Even so, the strength of the show and ride line-up, with additional units to come, shows evidence of being the best in the history of this or-

NYACK, N. Y., June 5.—Futurama service was scheduled for Thursday for Mike Matino, midget on the Virginia Greater Shows who died yesterday morning (31) at the age of 35. Matino, survived by his twin brother, Leo and another son, Leo, had toured for many years and was a veteran on the Maryland-owned Virginia Greater midway. Rites were slated for the Flanders Funeral Home.

The team of Mike and Leo, The Look Alikes, had been 40 years in show business, and the three Matinos had been with Virginia Greater for 11 years. They came from Hungary. Twelve cars of show personnel attended rites at the funeral home in the New York Hemlock Cemetery. Arrangements were taken care of by Mr. Joseph J. Boice, manager. Matino died in a hospital in Suffern while the show was playing NYack.

Make Midway Scores Bize Year '54 Levels

BROOKINGS, S. D., June 5.—Business for the early part of the 1954 tour of the Mike Smith Northern Exposition Shows is holding up well and on a par or slightly ahead of the same portion of the route last year. Lawrence LaLonde, general manager and agent, said. Prior to its opening in Canton, S. D., the equipment and show had been referred to under LaLonde's direction. The job drew much favorable comment.

At Canton the show battled rain for two of the three days. But the business at Canton of that last year. On this basis, LaLonde is anticipating a strong 1954.

For the opening, the show was

set up on the streets around the Courthouse Square and played under American Legion auspices. Line-up included 11 rides, 31 concessions and 1 show.

Ride Complement
The ride complement included three new kiddie and a major device. Rides carried are Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Octopus and the debuting White Water. In the kiddie line, the new kiddies are Jeep, Airplane and boat rides. Others in the division are Kiddie Roller, Wheel, Roto Whip and Roller Coaster. Scheduled for delivery this month are a Midway Race and Bulge from the Rye Airfield Co., Council Bluffs, Iowa.

Al Beard's animal show is the

show will win money. The cost,

Tony Diano's Wild Animal Menagerie, a one-of-a-kind midway attraction, should prove increasingly popular as the show heads into territory where zoos are a rarity. When finished, the show will sport a 120-foot double banner line from the top of the elephants are now up. Animals on exhibit include a herd of eight elephants, a two-headed lion, hippopotamus, polar bear, monkey, chimp, lion, camel, rebar, giraffe, llama and long-horned steer. A pony ride is also operated by the show unit.

The feeling among show execs after the opening here is that this show will win money. The cost,

set up on the streets around the Courthouse Square and played under American Legion auspices. Line-up included 11 rides, 31 concessions and 1 show.

Al Beard's animal show is the show will win money. The cost,

set up on the streets around the Courthouse Square and played under American Legion auspices. Line-up included 11 rides, 31 concessions and 1 show.

Money for All
Veteran observers reported the day's business at Ringing-Barnum, claiming that there were no blank spots and that all of the show's business was accounted for as long as there were people there.

Very well, many everyone attending or interested in the circus had to travel the show. It was not possible to skirt the midway attraction. In view of the banner business done, the Big Show will probably show a big stand to the line-up of midway attractions in

(Continued on page 66)

size and nut that goes with this unit had many knowledgeable ones questioning the financial potential of the show. The show is known to be contracted. The fact is that the public won't see a finer travelling show of animals anywhere and the chances are that they'll take it to then word gets around where it appears.

New Rides Click
Two new rides, which should win a ton of money on this show's route are Charles Cooper's Round (Continued on page 66)

RAS Gets 2d Big Weekend At St. Louis

Cool Weather, Rain Hurt Weekdays; Lohmar is Honored

ST. LOUIS, June 5.—The Royal American Shows chalked up another good weekend here over the Decoration Day holiday, the rain hit Sunday (30) at about 4 p.m. and a storm brewed Monday night. The RAS winds up its 21-day stand here Sunday (6), then will jump to Davenport, opening there Thursday (10). It will play June 20 before heading for Western Canada to start its fair season.

Weather put a big dent into business Tuesday thru Thursday this week, with rain pelting the show hard Wednesday night and rain or cool weather hurting the other nights. Prospects for the weekend were good, with forecasters predicting warm, clear weather.

Leon Claxton's "Harlem in Havana" continues away from front as the top money-getter here. Claxton put on two late rambles Friday and Saturday nights.

Bob Lohmar, the RAS general agent and show president of the International Showmen's Association of this city, was honored by the club this week when he was presented with a gold life membership card. Recent visitors to the show included Euby Cobb, John Francis, Ida Cohen, Jack Duffield, Ned E. Torti, Maurie Schacter, Gus Singer, Sam (Kinky) Wolf and Morris Lipky.

Groscurth Org Links Kentucky Army Event

WATEKA, Ill., June 5.—Blue Grass Show has signed a contract to provide all attractions at the Soldiers' Fair and Exposition to be held inside the gates of Camp Campbell, Ky., June 28-30. The show is owned by Groscurth, org's owner-manager, announced. The event, which is being revived after a year, will be free to the public and in addition to Army exhibits, commercial players, acrobats and the giveaway of a Cadillac convertible is to be held inside the gates of Camp Campbell, Ky., June 28-30. The show is owned by Groscurth, org's owner-manager, announced. The event, which is being revived after a year, will be free to the public and in addition to Army exhibits, commercial players, acrobats and the giveaway of a Cadillac convertible is to be held inside the gates of Camp Campbell, Ky., June 28-30. The show is owned by Groscurth, org's owner-manager, announced.

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CARNIVALS HEAD FOR BIGGEST PROFIT DATES

FAIRS SET FOR BONANZA YEAR

CONCESSIONAIRES STOCKPILE SUPPLIES IN BIG VOLUME FOR THREE BIGGEST MONTHS

AMUSEMENT PARKS BUYING BIG FOR LUSH MONTHS AHEAD

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Plaza 7-2800

SAM ABBOTT
6000 Sunset Blvd., Hollywood 28, Calif.
Hollywood 9-5831

MAYNARD REUTER
188 W. Randolph St., Chicago 1, Ill.
Central 6-8761



WOM Off to Boom Start

Continued from page 62

Up and Coaster. The latter is a unit presented only with Conklin in the past. A custom-built ride, the Coaster provides a real kick for adults. The Roamer 9, a smooth-working Bluch-Rocco unit, showed promise here as remaining among the top-grossing rides throughout the season. Still to come is Sam Solomon's Scrambler, the new unit built by the Ell Bridge Company.

Boosting the show attractions is Nate Esner's Hollywood Midgets. A completely new unit being framed and even now near completion. Eagle functioned smoothly here and both he and the show management were highly pleased with the growing potential.

Dixie Gordon's Club 18, budget staffed for the still dates as usual, is doing well with a brisk demand already warranting a disregard for the tax-free 50-cent admission bracket. Beddements to the front and elaborate make-over inside are scheduled.

Other Show Units

Other show attractions include The Snake and Cat show, Nat Roderick War Show, Charlie Whittie's Unicorn, Charlie Holliday's Fun House, Zeke Shumway's Monsters and Motordrome, Dare Wiles' Play Show, New Orleans, Edward O'Brien's Mechanicals, Cy Walter Wanzel Side Show and Walter Holliday's Glass House. Slated to be added at fairs is a Dancing Waters unit.

The ride line-up includes the Merry-Go-Round, Frank Powell's 16 kiddie rides, Bob Goring and George Long, Looper, Ted Rubin, Spitfire, Jimmie Blanton, Octopus, Percy, Bolla, Scooter, Cy Holliday, Ride-O and Silver Streak, Fred Elder, Callender, Floyd Covington, Roll-a-Plane, Pete Clate, Spook and Tilt-

Whirl, Charlie Holliday; train, Roy Varner.

If the business done here is any criterion of things to come, the show is in for a banner season. Bud Sollenberger and Howard Ramsey, in the office, reported an unusually high percentage of large built. Front gate cashiers, collecting quarters for admission, had to constantly be supplied with change.

Bucky (Bernard) Allen has his concession units apic and span and highly efficient as always. Binky, a Bill Jones unit, was very popular here.

Rala Murta Sat.

The show missed quite a few dollars on Saturday night when heavy rains washed out the best hours of play. The show on Sunday and Monday (20-31) was perfect, however, despite gloomy forecasts for day in advance.

The crowds were big, happy and free with money and the take for this period easily topped the earnings for the full period a year ago when the weather was not as helpful. Only fair business was looked for Tuesday and Wednesday (1-2) but boom conditions were expected again last night and today.

Two kiddie malines, high bicycle giveaways, whipped up by Richmond Cox, publicist, brought several thousand kids to the lot on each occasion. Special 10-cent prices were in effect.

Considerable work was done to the wagon pears in quarters and heavy rains being dumped in masonite. A new tractor has been added to the show.

A fulsome non operation being this week with Bergen planning to place every unit in the colorful tubing.

Midways Reap Dollar Harvest

Continued from page 63

of the engagement. The tremendous crowds that turned out for the final circus showings were sufficient to ensure that show's units a good play.

A necessarily strict compliance with rules governing clothing had the midway units shattering and the lights being out, while with money to spend and in search of fun still remained on the midway.

For the participating concessionaires the date was particularly welcome and needed, since most reported their previous and first tour to place a few weeks of operation plenty rough as the weather got in its licks wherever they went.

Particularly active thru the run and likely handling top money were Dorothy Finney's cat rack and Sonny Broffie's glass pitches. Others sharing in the bonanza included Kenny Meyers, cat rack; Charles Simon, cat rack and waffles; Lett Prince, Derby Racer; Harry Modelle, Coca-Cola and cigarette pitch; Sydney Daniels, ice-cream, hats and custard; Frank Ryan, eating stand; Izzy Firestone, cooking; and Wac to the million game; Bill Jones, bingo; Emma Rocco, nickel pitch; Betty Endy, custard; Ernie Buzard, eating stand; Joe Abbezzel, eating stand; Gus Zervas, eating stand; George Bruno, pizza pie; John Turner, jewelry; Billy McFarland, snow cones; Dawn Barnes, popcorn and candy apples; L. Stubbins, eating stand.

Marka Holds Pay Gals
The John H. Marks Shows, which could be viewed to its advantage by persons coming in any one direction and was operated behind a 25-cent gate, had slim pickings thru the early part

ly, are among the best dressed of any group.

The lot, vast in the past, now offers slightly cramped quarters for the show. It is, however, one of the finest on the show's route and its sandy, top solid surface will absorb an inch or more of rain in minutes.

Institution Status
The date has been held exclusively for the World of Mirsh thru the years. Other shows each year play the immediate area in advance and not more than a mile or two from the World of Mirsh lot but the crowds and grosses clearly show that the edge is not taken off and that the Bergen unit here enjoys institutional standing.

Hilda Bergen earned a large share of the glory herself as her husband by the firmen. Many of the personnel here, however, shows for close to the two decades, except for war service.

Bernard (Bucky) Allen, concession manager, and Gerald Shellen, general representative, as well as several other members of the show, were also guests of honor.

75¢ for Sponsors

Continued from page 62

PARAKEETS

LIVE DELIVERY
HEALTHY BIRDS
GUARANTEED
\$15.00
Price for 10 birds
Price for 25 birds
Price for 50 birds
Price for 100 birds

BLUE BIRD PARAKEET FARM, Dept. 5
2414 Adams St., Hollywood, Fla. Ph. 7-6412

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NEW PALMISTE, MOHANA
Hartman-Bearing, June 26
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CARAVELLA : AMUSEMENTS

WANT ★ WANT ★ WANT

FOR ALTOONA, PA., WEEK JUNE 14-19, LITTLE LEAGUE BASEBALL CLUB—
ASPIRES OF CAESAR BATTISTO ORGANIZATION. 40TH ST. PLAYGROUNDS.

RIDES: Will book or buy Ferris Wheel, Octopus, Merry-Go-Round, Tilt,
any ride not conflicting.

CONCESSIONS: Bingo, Novelties, Jewelry, Ball Games, Shooting Cal-
lery, Arcade, Flies, Candy Apples, Photo.

RIDE HELP: For Roller Coaster, can use good Electrician.

CONTACT BY WIRE—

CARAVELLA AMUSEMENTS

Wilkes-Barre, Pa., this week.

OHIO'S GREATEST CENTENNIAL EVENT

OF 1954

FOSTORIA, OHIO, week of JULY 12-17

BANDS FLOATS PARADES

ROGERS CO. 800-PEOPLE CAST NIGHTLY PAGEANT.

DOWNTOWN LOCATION, IN CITY PARK.

Have leading Concessions and Shows for this event. Sideshow sold on Bingo,
Snaps, Drinks, Popcorn and Flies. Especially interested in Frozen Custard or Ice
Cream, Sea Bells, French Fries, Long Range, Hi-Strider or any legitimate Con-
cessions.

Will book Major Rides not conflicting.

GLEN D. WYBLE, HIAWATHA SHOWS

Wayne, Ohio, June 9-12; Puyallup, Ohio, June 14-19; Central & McCord Rd.,

Tulledo, Ohio, June 21-26, or 132 Elm St., Mansfield, Ohio.

Will book Major Rides not conflicting.

JIMMIE CHANOS SHOWS

WANT—Legitimate Concessions of all kinds. Jewelry, Fish Pond,
Basket Ball, Short and Long-Range Shooting Galleries. Want
Cookhouse or Sit Down Grob. Can use any Shows with own
outfits.

RIDE HELP—Foreman for Flying Scooter, Caterpillar, Ferris Wheel,
Second Men on all rides, prior to those that drive same.
Drunks and chasers, this is no place for you.

All replies to

JIMMIE CHANOS

Winchester, Ind., this week—Greenville, Ohio, 14-19.

GATTO AMUSEMENTS

This week Bristol, Pa.; Cedar Grove Celebration, June 14th-19th;

St. Johns Celebration, Hammon, N. J., 21st-26th.

CONCESSIONS—Custard, French Fries, Fish Ponds, Hot-Labs, Ball Games, Long
and Short Range Galleries, Call Rides, Sideshow Darts, any Ten Cent Game, can place a few
choice Whirls. Want Percentage Dealers.

RIDES—Want Second Men on all Rides. Chaperone Foreman. Will book Octopus,
Roller-Plane and Tilt. Can place any Shows with own equipment. All replies to

ROX GATTO, 12 Church Lane, Ferawood, Pa.**WILLIAMS AMUSEMENT CO.****RIDE MEN WANTED**

Foreman for "B" B Wheel, \$50 per week. Foreman for 16-Ton Octopus, Foreman
for Allen Marshall three-armed Merry-Go-Round, must be semi drivers. He drinks.
Payoff every week. All replies to

Troy E. Williams, Williams Amuse. Co.

Syos, N. C.; Franklin, N. C., to follow.

WANTED WANTED WANTED

Ride Help all Rides, must drive same. No drinks. Come on lot. Shows—Furniture,
Mechanical Show or Glass House. Will book Scale, Age, Photo.

Kenothe, Wis., June 8 to 20, 22 Ave. and 45 St., St. Francis, Wis., June 21 to 27;
Germantown, Wis., July 1 to 15; Pawlaka, Wis., July 6 to 11.

BIG FOUR AMUSEMENTS**LATROBE CENTENNIAL**

JUNE 21 TO 26

WANT

Eating and Drinking Stands, Cakes, Apples, Sides, Jewelry, Gift Stores, High Striker.

Rides—Octopus or Tilt, Spiffing, Train.

EDDIE BIEFF

Elmhurst, Pa., this week; California, Pa., June 14-19.

MOTOR STATE SHOWS

Want for American Legion Fair, Woodburn, Indiana, June 9-12; with

Wauville, Ohio, following.

Hardly Finks not conflicting. For more info, contact G. C. O'Neill, come on.
Wauville, Ohio, waiting for you.

Wauville, Ohio, waiting for you. G. C. O'Neill, come on.
Wauville, Ohio, waiting for you.

J. J. FREDERICKS, MGR.**WANTED****C. A. STEPHENS SHOWS**

DALTON, GA., THIS WEEK; LONDON, TENN., 14-19

CONCESSIONS that work for stock. McCarlan wants Shad and Heavy to answer.

Want Agents for Tin Store.

SHOWS: Place two Girl Shows with own equipment, Monkey, Big Snake and Sideshow.

HAROLD RALEY SHOWS

Want Stock Concessions of all kinds, also Concession Agents for office-owned

Concessions. Can place Shows with or without outfits. Have good route of Sitt

Dance and 14 Fairs.

All address HAROLD RALEY SHOWS

Columbia, N. C., this week; then as per route.

**JAMES E. STRATES SHOWS****WANT NOW AND FOR OUR ROUTE OF 14 STATE AND COUNTY FAIRS****SHOWS**

Will book single Grand Shows with own equipment. Animal Show, Wild West
Rodeo and other outstanding attractions.

RIDES

Will book Round-Up, Fly-a-Plane, Rock-a-Plane, Little Dipper or Roller Coaster.

HELP

Experienced Midget Show Talker, Talker for Monkey Circus, Concession
for Midget Show and General Canvas Help, experienced Ride Foreman and General
Ride Help, experienced Show Carpenter who can build Wagons and Fences, Electric
Welder, Grinder for Fat Girl Show, Chorus Girls for office-paid Girl Revue,
Girls for Eddie Kech's New All-Girl Water Show.

14—STATE AND COUNTY FAIRS STARTING LAST WEEK IN JULY—14**All reply to JAMES E. STRATES**

c/o JAMES E. STRATES SHOWS, NEW BRITAIN, CONNECTICUT, THIS WEEK; ALBANY, NEW YORK, weeks of June 14 and 21

**BLUE GRASS SHOWS**

FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR THE BIG ONE—THIS IS IT!

FOOT CAMPBELL SOLDIER FAIR AND EXPOSITION, JUNE 28 TO JULY 4 INCLUSIVE, (Gustis Gates of Fort
Campbell, Ky. Fort located on Highway 41, midway between Clarksville, Tenn., and Hopkinsville, Ky.)

Open to public. Week-long celebration with any exhibits, free acts nightly, fireworks July 4th evening.
1954 Cadillac convertible given as grand gate prize on the night of July 14th, with many other prizes given
away throughout the week.

WANT CONCESSIONS

Legitimate Concessions of all items. Handy Pans and Pans-Every-Thing. Cashbox, Grot,
Foot Long, Frozen Custard, Duff's Racer, etc.

SHOWS

Will book one or two clean Grand Shows, such as Monkey, Snake, etc.

FREE ACTS

Can place sensational Free Act for Foot Campbell. (Winkley, if at Albany, contact at once by
wire.) Can also use Free Act, July 19-24, at Gibson City, Ill.

All address C. C. GROSCHNITZ, Gen. Mgr., Muncie, Ind., this week; to be followed by Elkhart, Ind.**BROADWAY SHOWS INC.****50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR****WANT FOR HICKSVILLE, LONG ISLAND, JUNE 14-19, AND LIONS CLUB OF STAMFORD, CONN. EXHIBITION.**

Free Acts, Exhibits and two Special Little Matinees. \$9,000 paid admissions last year.

CONCESSIONS Novelties, Age, Sides, Jewelry, Ball Games, Long and Short Range Galleries, Call Rides, Sideshow Darts, any Ten Cent Game, can place a few choice Whirls. Want Percentage Dealers.

RIDES Will book 4 Kiddie Rides, Fun House, Roller Coaster, Ball Games, Long and Short Range Galleries, Call Rides, Sideshow Darts, any Ten Cent Game, can place a few choice Whirls. Want Percentage Dealers.

SHOWS Uniform, Fat Show, Wile Lyle, Iowa Barton, please contact, Johnny Kere, young Girl and Men Drama Riders, George Carls, answer.

HOW BOOKING ALL KINDS OF HIGH CLASS ATTRACTIONS FOR THE GREAT BLOOMING FAIR. WANT GIRL REVUE WITH OWN EQUIPMENT.

All Answer: SAM PREEL, BALTIMORE (USK), MARYLAND

OUR FAIR SEASON STARTS JULY 26th at HARRINGTON, DEL. 14 BONA FIDE FAIRS TO FOLLOW. WHAT HAVE YOU THOUGHT BOOKING NOW GIVEN PREFERENCE.

WORLD OF TODAY SHOWS**WANT—ACCOUNT ENLARGING FOR FAIRS—WANT TO JOIN EAST GRAND FORKS, MINN., JUNE 20TH—SOLID FAIRS AND CELEBRATIONS****SHOWS**

Grand Shows and Ding Shows. Big Show with own equipment.

RIDES

Roller Coaster, any other Rides not conflicting.

CONCESSIONS

Can place a few more Stum Concessions.

HELP

Concession and Girls for Revue, Capable Ride Help to join now.

EXPERIENCED DIESEL MAN AND ELECTRICIAN WHO KNOWS G. M. MOTORS TO JOIN AT ONCE.
TOP SALARY.

All replies to L. C. REYNOLDS, Bus. Mgr., KANSAS CITY, KANS., June 7-17.**MERRIAM'S MIDWAY SHOWS**

Want the following Concessions—String game, Street Fair, Basketball, Hi-Strider, American Mitt Camp, Tilt-Up-You-Win, Hoop-La, Ice Cream, Ball Games or what have you.

Ready, Iowa, Greenfield, June 10-12; Frederickburg, Iowa, Greenfield, June 13-15; Fair Grove, Iowa, June 16-18; Fair Grove, Iowa, June 19-21; Fair Grove, Iowa, June 22-24; all Fairs and Celebrations in Iowa.

ALVA MERRIAM**RANEY UNITED SHOWS****WANT WANT WANT WANT****GIRL SHOW. BEST ROUTE IN THE NORTHWEST FOR GLASSY GIRL SHOW.**

Also Snake Show, Fun House or any non-conflicting Show.
AB answer to RAY RANEY, 3450 N. Humboldt, Minneapolis 12, Minn., until
June 12; then Hibbing, Minn., June 14-20; then as per route.

Queen Contest Eyed by MRROA

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Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to
Curvecrest and see for yourself

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LER SKATE CO.

Raley, Harold; Columbia, N. C.

MERCHANDISE

CARNIVALS HEAD FOR BIGGEST PROFIT DATES

AMUSEMENT PARKS BUYING BIG FOR LUSH MONTHS AHEAD

FAIRS SET FOR BONANZA YEAR

**OUTDOOR SHOW BUSINESS
GEARS FOR RECORD SEASON**

CONCESSIONAIRES STOCKPILE SUPPLIES IN BIG VOLUME FOR THREE BIGGEST MONTHS



RIGHT NOW—

EVERYONE in Outdoor Showbusiness is heading in-
to the Biggest PROFIT DAYS
of the whole season.

and right now-

THE BILLBOARD'S
44th ANNUAL
**SUMMER
SPECIAL
ISSUE**

will carry your sales message
further, for weeks and months
longer — at no further cost
over any weekly issue

**BUT THIS IS
YOUR LAST CHANCE**

ISSUE DATED
JUNE 26th

**ADVERTISING
DEADLINE
JUNE 16th**

**Wire or Phone
Reservations Today
to your nearest
Billboard office!**

**Office addresses
and salesman's names**

CLARENCE LATSCHA
2160 Patterson St., Cincinnati 22, Ohio
DUbar 6450

ED GRASSICK
22, Ohio 1564 Broadway, New York 36, N. Y.
PLaza 7-2800

FRANK JOERLING
 1000 Bldg. St. Louis 1, Mo.
 Chestnut 1-8443

SAM ABBOTT
6000 Sunset Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-5831

MAYNARD REUTER
Randolph St., Chicago 1, ILL.
Central 6-8761

The Billboard
44th Annual **SUMMER SPECIAL**

COMPACT

Cik-Ti's Prime Guest: Rodgers & Hart

Rock On! From the 1950s to 2000s

Time To Turn Back the Clock

It's Here: Beyoncé and the Bold Moves

Theater To Weep Its Own: Via Eighth Donaldson Awards

MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

A free catalog is being offered by George J. Marshall & Sons, Baltimore, wholesale distributors of bingo supplies and a full line of premium and carnival items. . . . Quikoin, currently being promoted by Eastern Sales Company, Akron, is an ingenious item that should prove to be a big seller. Quikoin is a coin purse that, when squeezed at both ends, pops open for the denouncing or removal of

H. B. Davis Corporation, New York, reports that sales of diamond rings has exceeded all expectations. A large selection of astral diamonds is now included in the latest edition of the Davis name-brand catalog. A free catalog and price list is available upon request.

S. R. Edriska Manufacturing Company, New York, calls its decorator pillows ideal for the carnival, pitchman and variety store trade. These lustrous rayon taffeta pillows come in assorted colors, are well filled with cotton napper and measure 18 by 18 inches. They may be used on sofas, beds or easy chairs and are said to brighten any decor. Priced at \$7.20 a dozen, they are packed four dozen to a shipping carton.

Bell Sales, Chicago, is featuring a complete line of carnival and premium goods for the outdoor season. According to **Mr. and Mrs. Lerman**, of Bell Sales, large quantities of merchandise items are being stocked in preparation for the fair season. You will find such items as fine fishing equipment, games, dolls, balloons, appliances, toys, clocks, assorted novelties and many top brand items.

A useful and handy car tool for millions of car owners is the Easy-On Wheel Lifter marketed by Wheel Lifters, Inc., Boise, Idaho. The Easy-On Wheel Lifter eliminates almost entirely the dirty job of handling the wheel being removed and the spare to be put on. Made of strong, light steel the lifter weighs only a pound. By inserting the lifter in the two bottom holes of the wheel and lifting slightly the wheel comes off and goes on easily. It may be used for cars, buses, trucks and trailers.

Arthur Kaul, Chicago, is featuring a complete new line of selected ceramic gifts, including such items as three-piece dog sets, highly glazed and exquisitely detailed; figurines, salt and pepper shakers, tea cups and saucers or white porcelain touched with gold ash trays and candle holders—just a few gifts which Artkaul features in a new, handsomely illustrated circular. Artkaul says it has one of the finest collections of imported ceramics from the world's outstanding makers.

Aldan Spears's Sons Company, Cambridge, Mass., announces a great advance toward perfection in knife sharpeners. Designed by their craftsmen who have been perfectionists since 1851, the Rolin cannot harm the finest hollow ground knife edge. It does not tear or cut metal. It really sharpens. Housewives are enthusiastic and distributors make quick, easy sales.

Beautyware brand kitchen ware by Lincoln is offered the prize and premium trade by Bell Sales Company, Chicago. The all-chrome equipment consists of a garbage disposal with chlorophyll deodorizer built into inside of the cover; concealed, smooth-working step-on mechanism and white seamless porcelain enamel water-tight insert with 14-quart capacity. Also offered are a double feature bread box with built-in slicing board, stackable four-piece canister set and a streamline wastebasket.

With hot weather approaching

Emeco Electric, Chicago, is pushing its line of electric fan accessories. Available at the firm are fan kits for those who wish to make their own hanging fans, low stand fans and adjustable pedestal fans for heavy volume air delivery. The firm carries a wide variety of fan accessories, including parts for exhaust fans. Emeco offers discounts and invites trade inquiries.

Paul Hess Company, Chicago, is introducing a new line of unusual and striking boudoir lamps. These lamps are sculptured and stylized in attractive color combinations with a finished look of Dresden china. One of their lamps is a cute black scottie with a pink shade. Also there is a matching brown scottie with a blue shade. Many people report them to be the finest lamps they have seen at \$1.85 each.

A combination lipstick, photo and mirror case, priced to retail at \$1, is the latest introduction by the American Manufacturing Company. The compact, rectangular tin container that accommodates standard-sized lipsticks is attached to the rear of a compact mirror. The mirror is hinged and opens with a push of a snap lock, and an exclusive feature is a small mirror on the inside of the cover. Serva, according to White Eagle Trading Corporation, Philadelphia, is a baby food jar handier than ever. The jar is designed to retrieve hot jars from the saucepan and hold them in a rack. A holder installed on the high chair tray. It handles two foods in one operation, eliminating washing and drying of the food. The jar also provides a sanitary and safe method of feeding babies and fits into the standard high chair. Packed as a \$1.96 item, it helps the strained food type jar. A set of three jars, each with a different strained and junior size jar, is

Avog Sales Company, New York, announces a two-piece patented permanent calendar that automatically advances the day of the week as you flip numerical dater in the center. It comes covered in red, green, blue or brown genuine Morocco leather and is also available in mahogany bakelite. Measuring 5½ by 2 by 3 inches, the Avog firm announced it as a gift item and suggests a retail price of \$7.95. Leather covers are \$6.95 in bakelite. The firm guarantees to refund the purchase price if the customer is dissatisfied.

Mills Sales Company, New York, an advertiser in *The Bill* board for more than 35 years, reports tremendous sales on wallet sets at \$42 a gross, combs at \$1 per gross and seven-piece tool sets at \$6 a dozen sets. Other fast-selling items of the firm are watches, jewelry sets, novelties and gift premiums. Catalogs are given free with all orders upon request.

Bumper Strips for advertising, fairs, resorts, political campaigns, carnivals, etc., are being offered by Emvory Displays, Inc., Cicero, Ill. These strips are done in brilliant fluorescent colors that make advertising message outstanding. . . . A five-quart capacity cooker fryer is now being promoted by Lincoln Premiums, Inc., Syracuse. Item features fully automatic temperature control and signal light, has heat resistant base, Green-X cord and is fully guaranteed. Price is \$10.50 in lots of six or more.

Transparent Shada Company
Los Angeles, announces its new
"This Is Your Life" anapasho
album, named after the TV show
of the same title. Priced at 39
cents, it is a 3-by-4-inch replica
of the album used by Ralph
Edwards in his TV show. It is
made of red, white and brown
suedette, plastic bound with gold
border, and has gold letters and
a gold panel upon which the
owner inscribes his name.

Cutler & Company, New York is now featuring a 30-inch bear. Representatives of the company state that the bear is made of the finest quality high pile plush and is 100 per cent cotton stuffed. The toys are offered the trade at the low price of \$29 a dozen.

Comical ACTION Novelties

The WALKING DOG



See this dog... \$18.00
 Gross... \$18.00
 Net... \$18.00

BUBBLING BOY
 Plastic bubble maker with
 soap contained in a 4" x 4" box.
 1" long. 5" high. 5" wide.
 Gross... \$14.40
 Net... \$13.50

FOUNTAIN OF YOUTH
 All of the above—about the
 fact that you can and
 water by lifting off the cap
 and when you lift the cap
 it comes out naturally.
 Gross... \$21.00
 Net... \$19.00

MONKEY with FEZ
 With the monkey on a
 rubber band. The monkey
 is a central weight to
 stretch the rubber band.
 Gross... \$18.00
 Net... \$17.00

"Pop-Up" TULIP GIRL
 This is the lady tulip.
 The tulip is a central weight
 to stretch the rubber band.
 Gross... \$14.40
 Net... \$13.50

"Snake" BOW TIE
 The snake is a central weight
 to stretch the rubber band.
 Gross... \$14.40
 Net... \$13.50

"Twenty" BIRD
 This little rubber band
 is a central weight to stretch
 the rubber band.
 Gross... \$21.00
 Net... \$19.00

"RAT" in the CAMERA
 One of the best for
 the camera. The rat is a
 central weight to stretch
 the rubber band.
 Gross... \$14.40
 Net... \$13.50

SPECIAL: HORSE CLOCKS
 The horse clock is a
 central weight to stretch
 the rubber band.
 Gross... \$5.40
 Net... \$5.00

SPECIAL: NEW LOW PRICE ON BRONZE HORSES
 The bronze horse is a
 central weight to stretch
 the rubber band.
 Gross... \$6.00
 Net... \$5.50

SPECIAL: BRONZE HORSES
 The bronze horse is a
 central weight to stretch
 the rubber band.
 Gross... \$6.00
 Net... \$5.50

SPECIAL: FREE CATALOG
 The free catalog is a
 central weight to stretch
 the rubber band.
 Gross... \$6.00
 Net... \$5.50

FREE CATALOG
 The free catalog is a
 central weight to stretch
 the rubber band.
 Gross... \$6.00
 Net... \$5.50

FREE CATALOG
 The free catalog is a
 central weight to stretch
 the rubber band.
 Gross... \$6.00
 Net... \$5.50

FOR SALE SECOND-HAND GOODS

FLORA MACHINES—NEW 4175, USED 3150
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

FOR SALE—SECOND-HAND SHOW PROPERTY

ANY SHOWING GALLERY, T. DUNN, COM
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

AKA—READY TO OPERATE OVER
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

BUILD CONCRETE—FROM TREATED
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

COMPLETE KIDDERPOLLER FOR SALE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

USED HUBBARD—FOR SALE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

FOR SALE PORTABLE HEATING RINK
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

MINIATURE TRAINS—ALL SIZES
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

PORTABLE HEATING RINK, COMPLETE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SHOOTING GALLERY, 1000 N. BROADWAY
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WANTED—DEBACHER SEATS, JACKS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

4 NEW ATTRACTIVE MIDWAY PINK
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

5 RIDGE WIDE—BOAT TRAIN, AIR
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

15 MALE PONY 1 TO 4 YEARS OLD
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

MUSICAL INSTRUMENTS, ACCESSORIES
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SUMMER SPECIAL
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

FOR CARNIVAL ...AND... BAZAAR

See GUGGENHEIM
 first for the BEST
 in QUALITY—
 LOWEST
 in PRICES!

SEND FOR FREE CATALOG
Guggenheim

33 UNION SQUARE
 N.Y.C. 3, N.Y. • AL 5-8393

DEMONSTRATORS

Attention! DEMONSTRATORS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

PACKARD BALL PEN
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

LITTLE ATOM
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

DISPLAY CARD
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

MOVIE FAST
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

6-5 Mfg. Co.
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

P D Q-World's Greatest
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

PHOTO BOOTH CAMERAS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SALPROM SELLERS FOR LESS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SWIRLERS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WHOLESALE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

PERSONAL

ADD YOUR BREKING PRICES OF MINUT
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

PHOTO SUPPLIES
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

COMIC PHOTOGRAPHS & BACKGROUNDS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

FOR EVERY POSITIVE OPERATOR
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SALESMEN WANTED
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

TATTOOING SUPPLIES
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WANTED TO BUY
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

FREE! FREE!
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

GEM SALES
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

Cigarette Lighter
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

General R. & S. F. Co.
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WHOLESALE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SALESMEN WANTED
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

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 A. M. Adler, Inc. Tel. 5-1000

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 A. M. Adler, Inc. Tel. 5-1000

SALESMEN WANTED
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

MEN'S AND LADIES' WATCHES

\$8.75
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

Bulova, Waltham, Elgin,
 Benrus, Gruen Watches
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SPECIAL!
 6 assorted watches... \$49.00
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

★ WRITE FOR OUR CIRCULAR ★
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WEINMAN'S
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

THE FAMOUS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

Another KIPP'S Special
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

KIPP BROTHERS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

NEW EXTRA-LONG
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

"THE ROYAL"
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

BINGO
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

SUPPLIES
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

JOHN A. ROBERTS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

"EXTRA" PROFITS
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WHOLESALE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

WHOLESALE
 1000 N. Broadway, New York, N.Y. 10017
 A. M. Adler, Inc. Tel. 5-1000

February Coin Exports Top \$1 Mil; Jukes Soar, Up 26%

\$100 voted by the entire membership.



WINDOW POSTER

TO BOOST PLAY, TO ATTRACT ATTENTION, POST ONE IN EVERY JUKE BOX LOCATION.

FREE

Actual poster is 12 inches square in red and black on enameled paper. To obtain them contact any local distributors representing the phonograph manufacturers listed below. Make sure that you have them for every phonograph location and in a prominent place . . . during the week of June 20 to June 26. The window posters are being furnished thru the courtesy of

AMI, Incorporated

Rock-Ola Mfg. Corp.

J. P. Seeburg Corp.

The Rudolph Wurlitzer Co.

During Juke Box Week You're "On Inspection"

The aim of "Play Your Juke Box Week" is to increase play on music machines and to build a better understanding and appreciation for the music machine operator and business.

Manufacturers, distributors and The Billboard are working together to produce materials you need to make the Week a success in your local area.

Yes, Mr. Operator, YOU are the one who will make the campaign a success in your city. Now available is a Merchandising Kit which enables you to capitalize on the campaign with (1) a letter to locations; (2) publicity in your local paper; (3) speeches on local TV, Radio and before other local groups; (4) interviews by disk jockeys, radio commentators, etc.; (5) your own local advertising. The kit tells you "HOW-TO-DO-IT" and contains all information you'll need. A coupon

appears elsewhere in this section for easy ordering . . . and it's yours FREE.

There's something else you can do. During Juke Box Week you'll be "on inspection." Ask yourself these questions:

(1) Are my machines clean? Do they need replacement with a new or rebuilt piece of equipment? Are they functioning properly?

(2) How are my relations with the location owner? Is he satisfied with service? Does he understand our business arrangement?

3. Are the records changed frequently . . . is there proper programming for all types of records?

Put on your "Sunday Appearance" . . . you've got until June 20 to get ready.

Write now for your Merchandising Kit to Music Machines Editor, The Billboard, 168 W. Randolph St., Chicago 3 • For Window Posters see your local distributor • For music programming see the record charts at the front of this issue • and . . . if you're in the market for equipment . . . check the ads in this and every issue of The Billboard.

"PLAY YOUR JUKE BOX WEEK"—JUNE 20 to JUNE 26

Expanded Save-A-Match Plan to Five Cities; Eye at 100% Coverage

18,000 Cig Vendors Part of Premium Program to Date; Explore Possibilities

NEW YORK, June 5.—What is probably the most ambitious experiment in tying up automatic merchandising with general retailing and using extensive point-of-sale aids to promote the dual effort rolled into its third month, with Save-A-Match plans operating in five widely scattered cities. Approximately 18,000 cigarette vendors in the five cities are involved in the program.

Larry M. Wurman, head of the program, however, emphasized that the plan to use cigarette vending to boost retail sales and tying retail establishments to bolster cigarette vending sales is still in the experimental stage,

with more questions being posed than answered. Briefly the plan is this: Operators in a community participate in a point-of-purchase plan with local retailers under the supervision of the Save-A-Match organization. With each vendible cigarette either a match book or coupon, good either for 5 or 10 cents, is enclosed.

Up to 18 Per Cent

The coupon or books may be redeemed at any of a number of participating retailers and may carry up to 10 per cent of the purchase. All operators are invited to participate, with the option, of course, on page 52.

BEVERAGE TASTE TWIST

Soft Drinks Tops in Vendors, 4th in Overall

NEW YORK, June 5.—It has long been an axiom of the automatic merchandising industry that consumer tastes in vending are dictated largely by their tastes in conventional retail channels.

A cursory glance at beverage consumption figures just released by the American Institute of Food Distribution appears to refute this axiom.

The latest complete figures—for 1952—show that milk is the most popular drink, with 13,469,550 gallons consumed. Coffee is second, with 5,535,246 gallons, while beer is third with 2,578,100 gallons. Soft drink sales fourth with 1,794,833 gallons.

NEWS VENDING

Major Dailies

Plug Machines, Cite Potential

CHICAGO, June 5.—News-papers and automatic merchandising are becoming better acquainted with each other. A feature news article in the June 5 issue of Tide, sales and circulation publication, pointed out that more and more of the nation's dailies are giving a longer look at vendors as their traditional metropolitan outlets—the newsstands—fewer in numbers and as similar outlets fail to keep pace with the becoming trend in circulation.

Also current thinking on the newspaper management level con-

cludes the fact that the automatic merchandising industry that consumer tastes in vending are dictated largely by their tastes in conventional retail channels.

Vend Figures

According to the 1954 Market Data and Directory edition of Vend magazine, sister publication of The Billboard, the great bulk of the beverage vending market is accounted for by soft drink sales, with 1,794,833,000 cups and 3,815,400 bottles in 1952.

While, in over-all sales, seven times as much of this drink as was consumed the previous year, milk vending sales were negligible. Overall coffee sales were three times those of soft drinks in 1952, but milk vending sales were 1,079,312,000 cups of coffee were sold more than a quarter of the soft drink total.

Again in over-all consumption, sales is gaining the most rapidly of all beverages, with consumption up from 15 to 25 per cent the year.

At Wednesday's meeting of the National Association of Automatic Vending Operators, which was held at the Hotel Morrison here, the Coffee Bar, Automatic Canteen Company of America displayed a representative line of vending which it operates.

Reason for the presence of and (Continued on page 52)

PHILADELPHIA, June 5.—General Vending Machine Corporation has inaugurated a five point-of-sale co-ops program for purchasers of vending machines. The program was made this week to operators of the first production models of the two series (produced two and three years ago).

Terbune said the offer was open (Continued on page 52)

Chi Council Delays Vote On Cig Vender License

CHICAGO, June 5.—A City Council vote on the proposed cigarette vendor license was postponed for the second time this week. The Council was to have voted on the ordinance at its May 19 meeting but Aid Thomas Keane's challenge of the limited license measure prevented the vote (The Billboard, May 29).

Decision to postpone this week's Council action on the measure was returned to the ordinance committee means a new series of hearings will be scheduled.

The move to delay final action on the license ordinance was made at a closed session Tuesday

(1). The meeting was attended by Alderman Keane, P. J. Culler, chairman of the committee, and Daniel Roman, chairman of the License Committee.

Back of the first postponement, Alderman Keane's contention that the measure should cover a wide variety of retail locations, in addition to the industrial and restricted business locations permitted under the original ordinance.

At Wednesday's meeting, the City Council agreed to return the measure to the License Committee with an amendment by Roman limiting cigarette vending (Continued on page 52)

VENDER EXPORTS OFF IN FEBRUARY

CHICAGO, June 5.—Vending machine exports during February totaled 1,442 units valued at \$87,117, down from both the preceding month and February, 1953.

A year earlier, 1,696 vendors valued at \$90,442, were shipped abroad, while in January, this year, 1,440 units worth \$89,388 were exported. (See detailed export story, table in General Section.)

Benson Backs Milk Venders At Chi Meet

Tells Dairymen: Solution to Drop In Consumption

CHICAGO, June 5.—The expanding milk vending industry was given a strong boost by Secretary of Agriculture Earl W. Benson Thursday (3) when he urged dairymen to expand the use of vending machines to step up milk sales. Occasion was the June Dairy Month luncheon at the Morrison Hotel.

Declining the rate in the sale of milk consumption since 1942 as proof that present distribution methods have not kept pace with production, Secretary Benson said: "If consumption today was (Continued on page 52)

Cite Vender Aids a '54 NIRA Meet

CHICAGO, June 5.—Automatic merchandising, for the second successive year, scored an exhibit attraction on the National Industrial Recreational Association's 1954 conference.

Two vending firms—manufacturer and an operator—displayed equipment at the 26th meeting at the Hotel Morrison here. The Bert Mills Corporation showed its Coffee Bar, Automatic Canteen Company of America displayed a representative line of vending which it operates.

Reason for the presence of and (Continued on page 52)

MORRIS, Ill., June 5.—The Northwestern Corporation will sponsor a new campaign under the National Association of Bulk Vendors convention in Chicago July 8-11. In addition, the firm will show its full line of bulk, dried and stamp machines, etc., at the show.

Northwestern joined NABV as a manufacturer-member recently. Sharing the Northwestern booth will be Chicago area distributor, King & Company.

Penny Venders On Baltimore Transit Line

BALTIMORE, June 5.—Installation of penny cigarette and bar vendors on local transit lines, was started in early 1953, according to latest in Automatic Mobile Vendors' placements in 50 vehicles in the Baltimore-Towson area.

Henry Waters, BTC vice-president, stated that the units have been installed on a six-month test program in the Baltimore-Towson area. "We hope they will not (Continued on page 52)

Hoffman Makes Bid In Can Drink Race

Pabst Subsidiary to Ship Cola Drink to 35,000 N. Y. Outlets; National Drive Set

NEW YORK, June 5.—The soft drink subsidiary of the nation's third largest brewery has entered the canned carbonated beverage market. The brewer is the National Brewing Company and the subsidiary is the Hoffman Beverage Company.

The fast-up cans, holding 12 ounces, will retail at two cans for 25 cents, or a four-can pack for 40 cents in the New York area, with national distribution to get under way within a few months, according to Harris Perlstein, president and chairman of the board.

Monday, 35,000 sales outlets in the New York area will receive shipments of the two varieties, Top-A-Cola Extra Dry, and Top-A-Cola Cola. Non-Fatting, which is claimed to have 10 per

cent less calories than any such drink on the market.

\$100,000 Month—Perlstein said both products will be produced at Hoffman's new \$3,000,000 plant in Long Island City. An advertising campaign involving \$100,000 a month for the first month using all media in this area is scheduled to start in June.

According to Perlstein, as many as six new plants may be needed for this new branch of the company's business. Pabst has been testing its cola product in Syracuse and Rochester, N. Y. It is the first of the major breweries to challenge the calorie free soft drink makers.

Plans are under way for the construction of a canning plant in (Continued on page 52)

DuGrenier Distrib Sets Direct-Sale Drive in N. Y.

NEW YORK, June 5.—A concerted effort to sell cigarette vendors directly to locations is under way in New York City. Sobel, Inc., local wholesale tobacco distributor recently appointed New York outlets to Arthur H. DuGrenier, Inc., Haverhill, Mass., cigarette, candy and gum vendor manufacturer, is currently making a sales pitch to retail stores to own their own cigarette vendors.

According to Sobel, the plan will be aimed at the following: The location buys the vendor for \$25.00 and the free part of the machine for two years. However, to be eligible for this free service, the customer must buy his own cigarette vendors.

Sobel said he would not sell vendors to operators with routes in the other four boroughs. He also, that the firm will give no discounts to operators.

In effect, this means that the price to operators is actually more than it would be to locations wherever the distributor has parts and service for two years is difficult to evaluate, it is worth noting that the distributor has its vendors to recognized tobacco distributors for resale to locations wherever the distributor is equipped to handle parts and service.

Sobel said 11 men would be assigned to cover Manhattan for the first week of the drive. A sales engineer added to the staff. Door deliveries will be made to all locations. (Continued on page 52)

Sobel gives DuGrenier its first (Continued on page 52)

NOCTURNAL \$5

Night Milk Sales Hype Outdoor Route

NEWARK, N. J., June 5.—Like history, outdoor milk vending profits are made at night. That's the opinion of Edward Dembeck, head of the Paramount Freezing Equipment Corporation here, maker of an outdoor milk machine.

Dembeck is currently making a survey of milk sales on the 16 miles of the first and four local districts. The first three discovered is that the great mass (Continued on page 52)

VIA BOOK MATCHES

Pa. Cig Ops-Amuse. Park Launch Mutual Trade Aid

PITTSBURGH, June 5.—Twelve Pennsylvania cigarette operators in a three-county area started vending 1,000 books of matches Tuesday (11) in a promotion to increase vendor sales by offering free rides in a local amusement center, West View Park on the winning books.

William K. Martin, Pittsburgh representative for Universal Match Corporation, declared there might be an 85-90 per cent reduction in the number of vendors on the winning books.

The book matches are vendible with cigarettes in Allegheny, Butler, Erie, Lawrence and Warren counties, by the following cigarette operators: Allegheny Cigarette Service, Inc.; Erie Music Co.; Royal Cigarette Service, Inc.; Automatic Cigarette Sales Co., Inc.

Ambridge; McKeesport Cigarette Service; McKeesport; Washington Cigarette Service; Washington; Duquesne Cigarette Service; Erie Castle; John A. Karnavas, Oakton, Va.; and The Parrot Co., Uniontown.

About every tenth sale, a book of matches entitles the holder to 10 free rides at West View Park.

Each book of matches has an outside cover done in green, yellow, blue, red, and is identified by a number on the back cover, (2) a crown on the front, (4) a crown on the back cover, (3) the name, "Free, see inside cover."

Instructions explain that if on the inside cover there is a picture of a cigarette held under the thumb (the place to insert the match), that book of matches is a winner.

In other cities, A. Karnavas Co.,

NEW VICTOR CAPSULE VENDOR

The sensation of 1954.
Buy just four
and you will turn more
from ROY TORR.

Beverage Taste

Continued from page 82

quarter of this year, compared with a last year period in 1953. Yet there is no tea vendence. Beer, of course, is not considered for obvious reasons.

Tensure

The explanation for the discrepancy between the over-all beverage figures and the vending figures is most easily explained by a consideration of tensure. Soft drink vendors have been around for a long time. They are accepted nearly everywhere, and many large manufacturers are equipped to turn them out in quantities. Hence they get the lion's share of the drink vending market. Coffee vendors have been around for a few years, but not nearly as long as soft drink machines. The coffee market is expanding rapidly, but it has a long way to go before it sells as well as soft drink in vending.

Greatest Potential

Milk is a comparative newcomer to automatic merchandising, despite the fact that it is the nation's most popular beverage. The greatest potential may be in the tea sales in vending machines are not-existent. They will continue to be so until someone makes a tea vendor. Yet, with retail sales booming, it would seem that tea should be vendible.

Of course, there are explanations other than tensure which would account for the discrepancy. The operator makes a greater profit on a cup of coffee than on a cup of carbonated beverage than he does on a container of soft drink. If all drinks are vendible at the same price, capacity, too, is greatest on cup drink vendors.

The most difficult variable to figure is the extent to which the beverages are competitive. Some soft drink consumers want no substitute—the same holds true with milk, tea and coffee drinkers. It will take a great many test runs, with various drink vendors side by side, to determine whether or not preferences in automatic merchandising paralleled preferences in the home or restaurant.

Coffee Imports Off

Raw or green coffee imports in April totaled 295,860,000 pounds valued at \$175,440,000, about 1 per cent less than March imports and 11 per cent below the figure for the same month last year, the Census Bureau reported.

Benson Backs

Continued from page 82

at the 1942 rate we would have a milk shortage of between seven and eight billion pounds. This would be true in spite of our record production.

"In my language this spells opportunity, almost unusual opportunity," he added, pointing out that dairymen had good processed, proved consumer market above the existing level, and an estimated 40 million new customers in the next 21 years through population growth.

The Agriculture Secretary stated that the major factors in milk sales are availability and price, and cited ability of vending machines to make milk available day or night, even where other retail outlets do not exist. "Let's expand the use of these machines and make milk available wherever there is a soft drink machine," he said.

For example, he pointed out: "We can increase the sale of milk by putting vending machines in school buildings, airports, railway stations, apartment houses and even in grocery stores and out of doors. In the case of outdoor machines dispensing milk in quart and half-pint paper containers, the price has been considerably below that charged in retail stores and prices have risen sharply." He added: "I am happy to report that several dairymen have been installed in the Department of Agriculture."

The Department of Agriculture now has eight milk vending machines, four operated by the Macke Corporation, which operates a total of 60 milk vendors in Washington and another 60 in Norfolk, and the other four operated by the Chestnut Farms Dairy, as their first venture in milk vending.

Both firms regard their operations in the Department of Agriculture as a test, and will expand milk vending activities if it proves successful. Meyer Giffand, sales manager of Macke Corporation, said that sales from their four machines had been "fairly good so far, and I expect it to improve as people become accustomed to using the machines."

As a result of the publicity on the installation in the Agriculture Department, Giffand said, he had received requests from other government buildings for similar installations. Right now, he said, he was using machines which vend half-pints of regular and chocolate milk, and buttermilk.

In order to popularize use of the machine the Agriculture Department's house organ is carrying publicity on the machines, including a picture of Secretary Benson using the machine outside his office door. Also an official campaign is under way to promote use of milk vendors, keep the spotlight turned on milk vendors through publicity on the installation in their building and through speeches of Secretary Benson.

Time-payment plan available. Trade-ins accepted. Price subject to change without notice. All Victor Models available. Write for our milk capsule list for Victor Baby Grand Capsule Machines.

SPECIAL LIMITED TIME OFFER

\$78.00
THIS MAY NOT BE A
STANDARD ORDER!

Filled Capsules

Butterfly, per 1000 \$12.00
Initial Rings, per 1000 19.50
100's Auto Great Key
Capsules, per 1000 20.00
Milk Pans, per 1000 23.50
Tie-Tac, per 1000 23.50
Vending Tools w/ing, per 1000 19.00

PIONEER VENDING SERVICE

250 Atlantic Ave., Brooklyn 3, N. Y.
Phone: BR 4-2558

New Member Campaign By Western Ops

LOS ANGELES, June 8.—Western Vending Machine Operators' Association has voted to consider a membership drive. Leo Weiner was named to head the committee and select assistants at the regular monthly meeting at the Unique Restaurant.

The turnout for the session was light and the discussion was conducted on an informal basis. Discussions of new machines, sale of used equipment, and merchandise quality were brief.

Western Vending Machine Operators will hold their next meeting June 28. An election of officers will be held.

Sharpies Squelched In Portland Area

PORTLAND, Ore. June 5.—A bulletin from the Portland Better Business Bureau disclosed that week that, thru co-operation of the Portland Police Department, blue-sky vending machine promotions have been virtually squelched in the area.

As sales were made largely thru the classified ad sections of The Oregonian and The Oregon Journal, the abuse was eliminated thru a BBB-newspaper agreement to hold acceptance pending a check for clearance by the bureau.

MANDELL GUARANTEED USED MACHINES

N.W. Parkway & 24th St., Wash., D.C. 20037
N.W. 2379 1st Floor, Wash., D.C. 20037
Mandell's Bu. Mach. Co. \$1.00
Coffer Bu. Mach. Co. \$1.00
Coffer Bu. Mach. Co. \$1.00
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MERCHANDISE & SUPPLIES

Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
Piedmont Mkt., Junco Queen \$2.00
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NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 26th St., New York 11, N. Y.
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SAY YOU SAW IT IN THE BILLBOARD!

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators. The country over... not only because of many news of both machines and valuable information on new, helpful appearing but also because of the Northwest Corporation, 2702 East Armstrong, Morris, Illinois.

Northwestern



NEW 5c ROCKET CHARM MIX

We always have new items to the above mix. Immediate Delivery! \$27.00 per M. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 200 of "Gruff Rocket Charm Mix". Takes in approximately \$20.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Get it now! 5c Rocket Charm Mix guarantees best results. Get started today.

SPECIAL GET STARTED OFFER

4 Victor 5c Rocket Charm Machines \$57.00
2,000 "Gruff 5c" Capsules 40.00
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE
IF NOT COMPLETELY SATISFIED
Terms: 25% deposit with order, balance C.O.D. or send full amount with C.G.B. charges.
1951 W. 26th St., New York 11, N. Y.
GRAFF VENDING SUPPLY CO.

INTRODUCTORY OFFER

4 Vendors plus 1,000
thousand filled capsules \$80.00
Less these 100 capsules \$60.00
Total cash with order.

ROY TORR RANSLOWNE, PA.

ADVANCE SANITARY VENDOR The Finest for Vending "Flat-Pack" Products

There is a durable, reliable, sanitary, and safe way to vend with the many features which have made the Advance name a synonym for the best in vending.

Accommodates flat capsules up to 1 1/2" by 2 1/2" by 1 1/2". Advance coin selector with automatic coin return when machine is empty. No break-in required. Available for sale or lease.

For Details and Prices, Write, Wire, Phone Today.

J. SCHOENBACH

Factory Distributor
Vending Machines
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BALL AND VENDING GUMS

New LOW Factory Prices

DUBBLE • CHICKLE CHOROLIPPY

Bubble Gum, 140-170 & 240th. Chicago-Vend Ball Gum, 140 & 400th. Chick-Vend Chicks, 215 & 450th. Bubble Chicks, 320 & 320th. Bubble Chicks, 320 & 320th. F.O.B. Factory, 150 10th. Lots

AMERICAN CHEWING PRODUCTS

4th & 14th Streets • Newark 2, N. J.

Brand New! Victor MODEL HMS

\$16.95 each
Little Man 100
\$16.50 each
100 or more
Write for free 35 page catalog

Parkway

7110 Grand St., Baltimore, Md.

VICTOR announces

A New and Exclusive
LINE OF CHARMS

FOR CAPSULE . . . ROCKET AND BULK VENDING

★ ★ ★

You can now look to VICTOR for the newest and most fascinating
LINE OF CHARMS

Ever designed especially for the bulk vending industry. The first already includes several exceedingly attractive CHARMS items . . . among them the popular VICTOR "SNAP-SPIN" TOP, which can be spun with a coin or by snap of the finger . . . also our highly-plated WIRE PUZZLE SERIES . . . both of which are now available for immediate delivery.

Our charms are suitable for 5¢ capsule . . . Rocket and bulk vending, as well as in ball-pen vending.

Our line of charms will be rapidly expanded to include new and exclusive items.

Keep in constant touch with your VICTOR distributor for new and outstanding items . . . as well as our complete line of VICTOR vendors.

VICTOR VENDING CORP. 5761-13 W. Grand Ave.
Chicago 39, Illinois

Silver Quarter Operation—King Size Included

HERE →
ARE THE
MOST
SEN-
SATIONAL
BUY-
FACTORY
OVER-
HAUL-
ED
AND
REBUILT
CIG-
ARETTE
MACHINES
EVER
OFFERED!

ROWE Model A
8 Cigs. 20¢ Cap.
or 16 Cigs.
40¢ Cap.
\$100.00

DyGRENER Model 716
7 Cigs.
21¢ Cap.
\$90.00

Our Patents are VENDING, PREVENTS FALSIFYING, FIGHTING AND BUSTLING. All machines are rebuilt from top quality parts. 1/3 deposit, balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributors of Vending Machines"
NEW - RECONDITIONED LIKE NEW
250 Mastercard Street, Brooklyn 6, N. Y. • Mergerson 3-2925

FILLED CAPSULES READY FOR DELIVERY

With Plastic Rings . . .	\$2.75 per M
Butterfly Pin . . .	19.50 per M
Rubber Razors . . .	19.50 per M
Yo-Yo's . . .	19.50 per M
Spiders . . .	19.50 per M
Baseball Tops . . .	19.50 per M
Metal Whistles . . .	18.50 per M
Cards . . .	19.50 per M
Rubber Dice (2 to a capsule) . . .	19.25 per M

And many other items—Minimum shipment 1,000.
Terms net cash F.O.B. Los Angeles.
Please enclose \$1.00 for complete list of samples.

WEST COAST TOY VENDORS

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HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a place—when you subscribe to Vend—the magazine of automatic merchandising.

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VENDED Magazine, 1260 Patterson St., Cincinnati 23, Ohio
Yes—Please sign me up for Vend for
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 (Foreign rate, one year, \$5)

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City _____ Zone _____ State _____
Occupation _____

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Acorn Tab Gum (100 cts.) . . .	19.50	19.50	19.50	19.50	19.50
Acorn Gum Vender (50 cts.) . . .	12.50	12.50	12.50	12.50	12.50
Acorn Gum Vender (100 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (150 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (200 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (250 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (300 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (350 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (400 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (450 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (500 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (550 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (600 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (650 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (700 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (750 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (800 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (850 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (900 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (950 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1000 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1050 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1100 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1150 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1200 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1250 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1300 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1350 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1400 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1450 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1500 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1550 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1600 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1650 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1700 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1750 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1800 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1850 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1900 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (1950 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2000 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2050 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2100 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2150 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2200 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2250 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2300 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2350 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2400 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2450 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2500 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2550 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2600 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2650 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2700 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2750 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2800 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2850 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2900 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (2950 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3000 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3050 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3100 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3150 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3200 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3250 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3300 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3350 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3400 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3450 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3500 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3550 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3600 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3650 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3700 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3750 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3800 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3850 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3900 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (3950 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4000 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4050 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4100 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4150 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4200 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4250 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4300 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4350 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4400 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4450 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4500 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4550 cts.) . . .	17.25	17.25	17.25	17.25	17.25
Acorn Gum Vender (4600 cts.) . . .	17.25	17.25	17.25	17.25	

Miller Urges Ops to Back Juke Box Week Campaign

CHICAGO, June 5.—Industry-wide activity and co-operation to promote the national juke box public relations campaign, "Play Your Juke Box Week," June 20-26, was demonstrated this week as requests for merchandising kits and letters of endorsement poured into the offices of The Billboard from all over the country.

George A. Miller, president of the Music Operators of America, wrote, "I not only endorse The Billboard's national public relations campaign, 'Play Your Juke

Box Week,' but would like to extend the sincere appreciation of every music operator in the nation for a great lift to the industry in a life so needed so badly."

He went on to say that he would like to use himself to see that every music operator in the country was contacted and urged to take advantage of the location posters

being distributed by the manufacturers' distributors. Requests for kits and additional endorsements were received from coast-to-coast, and distributors began clamoring for posters.

Editors note: The first mailing of location posters will leave The Billboard offices Tuesday, June 8. Additional shipments will be made as ordered.

(Continued on page 99)

Schedule MOA Exec Meeting For July 26

• Continued from page 19

to commit themselves to purchase a minimum number of records in order to insure the success of the venture.

Like Young's plan, the publishing company plan also requires operators to commit themselves to purchase a minimum quantity of records to insure success. Here the similarity ends. In the pub-

Muzak to Convert to Tape Players

New Unit Seen Aid to Ops as Wedge For Opening Up New-Type Locations

• Continued from page 19

Magnecord, Inc., to merchandise non-selective tape players to operators for location use.

To Broaden Base

Traders feel that the introduction of non-selective tape players to operators is the wedge of the better breadwinner for operators rather than a source of competition for the juke box.

They point out that juke boxes with selective play are particularly suited to most restaurants and bars where the customer wants a particular tune at a particular time.

However, in industrial locations, institutions and many of the better-class bars and restaurants, the operator has a tough time convincing the management that a juke box would either aid business or improve employee or patron morale.

New Locations

This is the area which could conceivably be opened up to non-selective tape music. These are the locations that the operator could add to his bars and restaurants.

The Muzak conversion process is scheduled to be completed by midsummer. Meanwhile, the firm is screening applicants in markets of from 50,000 to 200,000 persons for franchises in these areas. More work which would have been economically impractical under the disk operation.

According to Muzak engineers, subsonic signals on the tapes automatically start and stop the playback unit, pre-select additional music as desired, reverse the tape at the end of 4,800-foot reel, change tracks, automatically rewind, shut it off, and cut into a companion tape mechanism.

They further point out that, since two of these playback units operating in tandem can play programmed music on tape in-

definitely and automatically, the only service required is a one-oners for juke box location use.

The manufacturer claims that there has been no more than 5,000 times without any sign of wear, and that a self-correcting synchro-clock mechanism proved accurate within two seconds thru every run of the tested tape.

Each reel plays eight hours, four hours one way, then stopping, reversing, and running four hours the other way. Selections are programmed in 15-minute groups, and an optional holiday melody can be cut in at the end of each group.

Muzak has applied for a patent for a new watermarking device, which indelibly impresses each selection on all Muzak tapes with the firm name spelled in Morse code.

Kendrick Joins Magnecord as Eastern Mgr.

CHICAGO, June 5.—In the wake of a recent program adopted by Magnecord, Inc., to enter the commercial music field, A. J. Kendrick, former representative of RCA's syndicated radio programs, was appointed Eastern manager of

GEORGE A. MILLER

Mahling report, backed by Larry Spier, New York publisher, operators would be sharing in the royalties collected by ASCAP and BMI. In effect, the plan is pegged to the idea that the best way to meet the royalty threat is to join ASCAP and BMI.

Spier's proposal would earn royalty profits and would divide them annually among all participating operators, according to the number of records each purchased.

PHILIPPINES

Jukes Gain Impetus Despite Obstacles

MANILA, June 5.—Government restrictions, a devastating war and over 1,000 miles of ocean have not stopped the growth of the juke box business throughout the Philippines.

Slowly but surely, the blarney soft, sometimes smelling music of the juke box is becoming as common place here as it is in the States.

The history of the juke box business in this country is unique. Prior to World War II, there were only about 40 machines throughout the Philippines and all of these were imported from Japan. Late in 1940, John W. Spakowski, Seeburg distributor, organized the Philippine Amusement Enterprises.

Following Spakowski's lead, two other distributors opened offices in Manila in February, 1947. They were Felipe Yungano, of the Yungano & Sons, Inc., Wurizur distributors, and William J. Suter, of Morcin Com-

pany, Ltd., later changed to Suter, Inc., AMI outlet.

Stringent Controls

In 1948 the government adopted strict controls and as a result the importation of coin-operated phonographs was greatly curtailed. Two of the distributors, Spakowski and Yungano, in an effort to stimulate business, began importing component parts and building their own cabinets.

Today, there are approximately 300 machines in the Philippines—about 90 per cent of these can be imported from Seeburg distributors. The other 10 per cent were brought in by independent operators.

With increasing electrification

A. J. KENDRICK

the firm last Tuesday (1).

In his new post, Kendrick will be in charge of Magnecord's commercial music offices, located in the RCA Building, 630 Third Avenue, New York, and will be directly responsible to Henry R. Roberts, general manager.

Kendrick comes to Magnecord with a veteran's experience in the field of background music, William R. Dunn, president of the firm, said. He was vice-president and a board of director of World Broadcasting Systems, Inc., from 1929 to 1947, and originated and directed a national wired-music program for Decca Records, following its purchase of WBSI in 1943.

He joined RCA in 1952, returning to the business world after five years of retirement.

EDITORIAL

Play Your Juke Box Week, June 20-26, is going to be a great success.

That statement seemed a certain fact this week as music operators' distributors, manufacturers and machine trade associations got behind the industry's second annual public relations drive.

Requests for Merchandising Kits began arriving in The Billboard's Chicago office within 48 hours after the announcement of the campaign.

AMI, Rock-Ola, Seeburg and Wurizur are providing each of their distributors with quantities of "Play Your Juke Box Week" posters, the posters being distributed by locations —on the wall near the phonograph, in location windows or doors. Operators may have as many posters as they need free by contacting their local distributor. The supply should be available by Friday, June 11.

In California, George A. Miller—national president of Music Operators of America—urged music operators everywhere to get behind the Play Your Juke Box Week campaign in order to reap the full benefits at the local level.

Use the Posters

As we said here last week, the success of National Juke Box Week depends largely on the nation's music operators. Call your local distributor now and tell him how many location posters you can use. He will have his supply of posters by the end of the week and will ship them out to you promptly. Then make certain the posters are displayed in your locations.

Write now, if you haven't already done so, for your Merchandising Kit.

Take another look at the checklist which appears in this section. It tells you 23 ways in which you can promote the juke box business in your home town.

All the material needed for a successful public relations campaign in your area is available—and at absolutely no cost. This is an opportunity you can't afford to pass up.

Juke Box Ops See New Location Trend

Restaurant-Type Stops Gain Headway As Tavern Collections Become Sporadic

CHICAGO, June 5.—A slow but steady change to other tavern locations in the Chicago area was revealed this week in spot check of operators as to the location of their juke boxes.

Almost without exception, they answered that restaurants and sandwich shops were without a doubt the most desirable locations in the city today for juke boxes.

This new interest in eating places does not mean that taverns are being dropped completely from operators' list. Certainly, there are some tavern locations that will never be replaced by restaurant stops.

What does mean, however, is that operators are becoming more and more interested in the longer range aspects of the business rather than the over night, "get-rich-quick" angle.

Spot Checks

Spot checks made by The Billboard this week indicated that all parts the country with the same situation existed in nearly all areas.

(Continued on page 97)

MIAMI, June 5.—The trend in some cities of juke box operators switching to other than tavern type locations, has not been noticeable in Miami.

A survey this week disclosed that although collections have dropped slightly, restaurant and sandwich shops and operators are seeking ways and means to combat, or make up for the loss of business.

In Miami, where there are no widespread move to place juke boxes in hitherto little used outlets. Taverns are accounting for 50 per cent or more of all juke box locations in Greater Miami and they produce a double and sometimes triple, the revenue from phonographs in restaurants, drive-ins and sundry stores.

More operators here are renting out phonographs to organizations for one-night stands as a means of picking up extra dollar. A case in point is Harry Silverman, of the Ace Music Company, who rents boxes for \$10 to \$20 a night as a means of supplementing income from his music route.

(Continued on page 97)

UNION RACKET TRIAL

Testifies Bufalino Forced Juke Removal

DETROIT, June 5.—Charges and counter-charges this week marked the trial of William E. Bufalino, president of Local 66 of the Teamsters Union (AFL), and six others accused of extortion and conspiracy to monopolize the juke box business in this area.

Five counts of extortion and conspiracy have been lodged against Bufalino and the others. They are being tried before Recorder's Judge Joseph G. Gurnea.

The trial, which attorneys estimate could last as long as six weeks, may involve the removal of the juke boxes from the city.

Early in the week, William J. Patterson, owner of Patterson Music Company in Dearborn, reported his charges that Bufalino forced him out of the juke business in May, 1950, by attempting to force him to pull phonographs from his juke boxes. But Patterson then testified that he rejoined the union within 46 days.

Bar Owner Testifies

Tuesday (1) a tavern owner testified that he had to permit removal of one of Patterson's phonographs when Patterson was ordered to do so by Bufalino.

The bar owner, Aloysius Kopytko, said that in July, 1950,

"Bufalino and four other men I don't know told me to immediately discontinue my juke box. A week later they ordered other men came and took it away."

The phonograph belonged to Patterson's company.

"Bufalino told me," Kopytko continued, "Patterson was no longer a member of my union and that was why I had better turn off my juke box."

James Hagerly, counsel for Bufalino, said that he had never seen Kopytko and got him to admit he could not remember whether the phonograph in question had a union label.

"Don't you think it would have been a good idea to have one in a juke box with a union label on it?" Kopytko asked it would, and added "I don't want to mess around with union."

Independent Union

Under cross-examination, Patterson testified the juke box involved bore the label of the National Phonograph Writers of America, an independent union. Bufalino's counsel tried to get an admission from Patterson that a process server for Patterson

(Continued on page 14)

No tweetin',
no woofin'
with AMI'S true-tone
fidelity sound system.
The music comes
to you
unadulterated.



You hear only
what's on the record
—*nothing more!*

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licence: Jensen Music Automata—building the IMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Palselgade, Copenhagen K., Denmark.

Atlas Music To Boost Op Service 50%

PITTSBURGH, June 5. — Phil Greenburg, partner and manager of Atlas Music Company, Seeburg distributors, reported this week that the firm's new building, scheduled to be completed this month, is expected to increase operating efficiency 50 per cent.

The new quarters will feature a huge service department, a parts department, special rooms for painting and refinishing, two-level loading docks, a room for steam cleaning, air conditioning and all the latest equipment for testing amplifiers.

In addition, adjacent buildings were torn down to provide a parking lot for 150 cars. There is also room for nearly a dozen more in front of the office.

Greenburg said that the building would be one of the most modern distributor quarters ever designed.

\$10,000 in Jukes Lost In Warehouse Blaze

BOISE, Idaho, June 5.—Approximately \$10,000 worth of coin-operated phonographs and equipment were destroyed by fire in a warehouse here.

Bill Woods, owner of the equipment, said that none of the loss was covered by insurance. The fire was believed to have been started by children seen earlier in the vicinity playing with matches.

LOCATION AID FOR PLAY YOUR JUKE BOX WEEK

CHICAGO, June 5.—Location posters, calling attention to "Play Your Juke Box Week," June 20-26, are being made available to music operators free of charge by the four major juke box manufacturers.

Distributors for AMI, Rock-Ola, Seeburg and Wurlitzer will have supplies of the posters in their offices by Friday, June 11.

The poster design is reproduced in color on page 61 of this issue.

Contact your distributor now. Tell him the quantity of posters you will need. He will get them to you promptly.

American Readies Dual Hand Dryer

PHILADELPHIA, June 5.—Bill Kane, general manager of American Dryer, manufacturer of automatic hand dryers, announced this week that a new dual nozzle electric dryer is in production and would soon be unveiled.

The dryer features two nozzles, permitting two persons to operate it at one time. No price was quoted on the new model, but it is expected to be only slightly higher than the firm's present line.

25 WAYS TO PROMOTE PLAY-JUKE-BOX WEEK

Here are 25 practical suggestions which can be used by music operators and distributors in promoting "Play Your Juke Box Week" (June 20-26). Most of the suggestions can be achieved with little or no cost—all of them are designed to promote juke box play.

"Play Your Juke Box Week" is a national undertaking, but its degree of success lies in what each individual does to promote it. Remember: When you help your industry, you help yourself. Be sure you let the Billboard know what is being done in your community so that results can be published in the June 26 issue (DEADLINE—JUNE 15).

Promotional material mentioned in the following list can be obtained by writing the Coin Machine Department, The Billboard, 188 W. Randolph Street, Chicago 1. Use the coupon below.

1. Set aside five or 10 favorite old-time records to be used on your phonographs during the week of June 20-26. A complete list of juke box all-time hits is included in the kit offered to participants.
2. Write now for placards, designed specifically for use in announcing to the public that this is "Play Your Juke Box Week."
3. Write in for sample press releases and advertising cut for use in your home-town newspapers.
4. Contact local disk jockeys urging them to build programs around the "Play Your Juke Box Week." Tell them some of the old-time records you intend to play. Give them a copy of the all-time hits.
5. Let disk jockeys know that you are willing to take a part in a show in conjunction with the drive. Use the interview fact sheet offered in The Billboard kit.
6. Send letters to your locations pointing out the purpose of the drive. Drive home the fact to the location that it also benefits by a successful promotion. See sample letter in kit.
7. Offer your local TV station the use of a new juke box for as many programs as it wishes during "Play Your Juke Box Week."
8. Contact your local record distributor. Work with him setting up some kind of tie-in between juke boxes and record retail stores.
9. Visit local record retail outlets. Point out to them how your objectives are the same: Music for the public. Offer to place placards in their stores and in their windows.
10. Set up tie-ins with record retail outlets by offering to place a juke box in the stores, set for free play. Point out the novelty of having a juke box playing both the latest releases and the old-time favorites.
11. Talk to theater owners on the idea of placing a juke box in their lobbies. Put the box on free play and tie-in the music with the movie playing.
12. Find out the cost of having your name and firm flashed on a movie screen along with other advertising trailers. You might even make it a regular routine.
13. Check with local printers and see if hedges can be made for waitresses and bartenders announcing "Play Your Juke Box Week." Location owners will help you increase the play on their machines.
14. Plan a contest in your locations. Place an old juke box in the window and offer an album of records for the one who guesses the number of times the machine has been played.
15. Contact local newspapers. Send press releases to persons in charge of entertainment items.
16. Talk with program chairmen of local organizations—Kiwanis, Lions, Elks, Masons, etc.—about a speech on the juke box industry. Ideas and a prepared speech will be found in The Billboard promotional kit.
17. Offer a juke box for any school, church or fraternal organization scheduling a dance during "Play Your Juke Box Week." If they already have a band playing, suggest that they use the phonograph during intermissions.
18. Give high school students a chance to dance during their lunch hour in the auditorium or gymnasium by supplying them with a juke box. Let local newspapers know what you're doing—it's good local news.
19. Donate extra records to veterans hospitals in the area. Contact local representatives of the W.V.M. and the American Legion and tell them what you intend to do. A story in any publication helps the campaign.
20. Speak at college or high school pep on favorite pop singers. Contact school paper editors and point out how the students would find it interesting. Show them how it could possibly blossom into a regular feature in the paper. It might come in handy for you in some of your teen-age locations.
21. Sit down with your servicemen and collectors and tell them about this campaign. Ask them to pass the word along to locations they visit to promote play.
22. Place signs on all your rolling equipment—trucks, cars, etc.
23. Contact local soft drink bottlers and see if a tie-in can be arranged to promote a teen-age dance to celebrate "school's out."
24. Ask for and use promotional material manufacturers will make available thru their distributors.
25. Fill out and send in the coupon below for the promotional material you want. THERE IS NO CHARGE.

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

() Please rush me at absolutely no cost your Merchandise Kit for "Play Your Juke Box Week."

Your Name _____

Name of Firm _____

City _____

Zone _____

State _____

Op Membership Drive in L. A. Blankets Area

LOS ANGELES, June 5.—Ben Chermers, representative of the Los Angeles Division of the California Music Operators Association, said that 500 invitations were mailed to operators this week for the big party to be held June 21 at the Cartwheel, 10033 East Firstone Boulevard, in the Norwalk area.

Plans for the function were recently made here with George A. Miller, president and general manager, on one of his trips from Oakland. The event is to acquaint prospective members with the local association, which was recently formed.

Chermers added that he had contacted many of the recording companies and that they had indicated that available artists would be on hand to meet operators. Warm door prizes are to be awarded.

Veteran Mgr. Jack Felber Dies in Miami

MIAMI, June 5.—Jack Felber, 54, office manager of Bush Distributing Company, died here Tuesday.

One of the best-known columnists in the business, Felber came to Miami from New York in 1945 and for the next three years was office manager of the Florida Automatic Music Company, then Seeburg distributors. When the business dissolved in 1948, Felber joined the staff of Bush Distributing Company, Wurlitzer distributor. He served as office manager until his death.

Survivors are his widow, Henrietta; sons, Henry David and Charles Kenneth; daughter, Gail Marilyn; two brothers and a sister.

Funeral services were held Wednesday at the Gordon Funeral Home and were attended by a large contingent of Miami businessmen. Interment was at Mount Sinai cemetery.

Racket Trial

• Continued from page 88

had threatened Bufalino with the statement, "I'll get you in the dark some day."

Patterson said he did not even know the name of the process server. Haggerty identified the man as Charles Augustus.

After the phonograph was removed from Kopytsky's tavern, Patterson said he brought suit against Bufalino and other officials of Local 985. Later, Patterson said he was to have opposed Local 985, but Clason was the sole purpose of breaking up Bufalino's local.

Thursday, Ben Clason, president of the Michigan Automatic Phonograph Owners' Association, testified that he had aided efforts to form an independent union in 1939. The independent union, Clason said, was to have opposed Local 985, but Clason was the sole purpose of breaking up Bufalino's local.

DISK DEALERS TO RECEIVE JUKE POSTERS

CHICAGO, June 5.—Record dealers in the 10 key cities will receive copies of the "Play Your Juke Box Week" posters prepared by The Billboard.

The posters will go out to 1,000 record dealers on June 15 in The Billboard's Operation Pushup drive. Of these 1,000, personal copies will be made with 350 major dealers by the display men of R. H. Donnelly, Chicago.

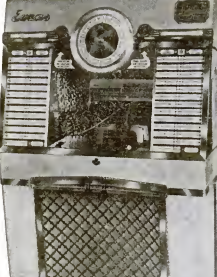
Dealers will display the posters in their windows to tie in with "Play Your Juke Box Week" June 20-26.

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



SIMPLICITY

Evans' Holiday plays records in the position in which they were meant to be played... on a horizontal turntable. Utilizes the unvarying principle of gravity... maintains true tracking control. Single tone arm and pickup cartridge assures simplified mechanical action and flawless tone reproduction.

ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

H. C. EVANS & CO. 1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

"THESE TWO SPELL SUCCESS ...THAT'S WHY I JOINED UP!"

Says H. T. "Heinie" Roberts

GENERAL MANAGER, COMMERCIAL MUSIC DIVISION, MAGNECORD, INC.



MAGNECORD

HIGH FIDELITY CONTINUOUS
MUSIC REPRODUCER

and

RCA

Planned Music



A "PACKAGED" BACKGROUND MUSIC SERVICE

"I've had the pleasure of doing business with Music Distributors and Music Operators of America for over 25 years. When I saw at first hand Magnecord's new product and plans I was convinced this company had a bonanza. Here was something new—a "Packaged" Background Music Service which would deliver—on location — RCA Planned Music through Magnecord's specially developed high fidelity continuous music reproducer.

"I knew, too, when it was decided to distribute this music service

through you the music distributors and music operators of America—that an unlimited era of profitable business was opening to the men who could do the job.

"Magnecord's opening announcement just a few weeks back started the whole industry buzzing. We've been receiving phone calls, letters and wires from operators and distributors from coast to coast. Everyone wants to join the team—just like me!"

"If you haven't contacted me yet—if you want to learn how you can sell and service hotels, motels, offices, factories, retail stores, amusement parks, lobbies and hundreds of other locations with this new "Packaged" Background Music Service tear out this coupon right now!"

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitehall 4-1889

SEND COUPON TODAY!

Mail Today To:
Magnecord, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":
Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a ☐ Music Operator ☐ Distributor
and I handle these coin-operated phonograph lines:

Name _____
Street _____
City _____ Zone _____ State _____

B-4

Music Route Management

Cutting Costs with Disks

By SAM ABBOTT

During the war, when overhead costs were climbing sky high, Sam Ricklin, head of the California Music Phonograph Service and the California Music Company, discovered that diversification was often the difference between a profitable business and one going into the red.

Ricklin found he had literally hundreds of used records in stock, all capable of making money. This gave him an idea. He placed posters in the windows of his shop, announcing that used records were for sale.

Soon after he found the number of persons stopping in for used records had grown to a point it warranted larger quarters. Ricklin moved to a larger store on West Pico Boulevard, hoping to attract an even larger trade as a result of the heavy traffic.

Once again the so-called side-line business far exceeded Ricklin's expectations. He found customers asking for new records as well as used, and he soon began the adding lines of new records. The business continued to grow and he was forced to move again. This time he made a regular business of the record department, calling it the California Music Company. The addition of the new retailers put him in the class of a retailer and, after much fussing and fuming with distributors, he was able to obtain platform for his phonographs, too. Altogether he had to argue to get on the manufacturers' lists, it was only a matter of time before they recognized Ricklin as a strong force in the trade.

Ricklin prides himself today upon being able to supply almost any record. With more than 200 labels on hand, he says that he

can fill 95 per cent of requests. His reputation as a supplier spread thru the years and today he serves retailers in 35 states, graph operators in 11 Western states, and China, and the South Sea Islands. He ships records to one juke box operator in Taipei, Taiwan. He is the only operator of the only juke box in that country.

Even a number of retail stores located in small towns and cities in the West buy from Ricklin's California Music Company. A couple of years ago he received a hard-to-fill order from a dealer in a small Montana city, and when Ricklin went out of his way to get the desired tunes, distributors began ordering regularly from him.

His racks at the California Music Company are as completely stocked as any one-stop in the nation. He can supply opera, classical, semi-classical, pop, jazz, folk and even foreign language players. He ships many Japanese records to the Hawaiian Islands and outside in the Pacific. The juke box operator in Taipei could get Polynesian tunes from Ricklin if he wanted them. The fact that Ricklin has a large stock of records also helps out on his juke route. He can supply his locations with almost any tune they desire.

Altogether he has wide experience in the juke business. For phonograph routes, he still relies upon the unscientific approach of how the platter sounds. Because of the large number of tunes that he hears in the course of a business day, he is able to keep his boxes up to date.

And the experience of his trained ear is passed on to others. Often he has been called by publishers in New York, played tune over the telephone, and asked to pass judgment and predict its future. When a song looks good for juke boxes, he tells other operators, and his California Music Company allows operators a 30 per cent discount on records.

Ricklin recalls, in his explanation of how tricky record programming can be, the time he had a 24-record machine loaded with classical. There was little or no play. But today, he said, semi-classicals on 100-selection machines play long and profitable.

Ricklin has tried associations for the past few years as they sprung up in this area. He served in some appointive or elective capacity in each of them. However, when the Co-Operative Music Operators moved to San Francisco, he decided to affiliate with the California Music Merchants' Association, Ricklin de-

clined to give others a chance and declined nominations. He was opposed to the idea of joining an association to add to the clutter on matters concerning records. Ricklin has come up with several plans to put routes on a sound basis. Originated primarily for his own routes, Ricklin offered the \$25 per week contract for the operator.

Ricklin takes the business in stride. He feels that the increased population in the area will help business. He feels also that the slackening in per capita spending will be offset by volume. Ricklin admits that with all his experience he falls down on the selection of Japanese hits, but he has customers who know what they want—and Ricklin is there to sell them.

Miller Urges

Continued from page 45

Plans to promote the campaign abroad were reported by Art Rutzen, general export sales manager with Miller. He requested location posters for distribution in 41 foreign countries. Rutzen said that he has already made copies of "25 Ways to Promote Play-Juke-Box Week" for foreign distributors.

The four manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—who announced last week that they would underwrite the cost of the location posters as a contribution to the success of the campaign, reportedly were preparing letters to their distributors, urging them to start local campaigns with operators in their areas as soon as possible.

The location posters measure 12 inches square and are scheduled for a 200,000 print order. The merchandising kits, which contain a reproduction of the location poster, a model press release and speech, an interview sheet, advertising suggestions, offers of advertising materials and juke box record favorites, are scheduled for a 10,000 print order. The kit is an eight-page brochure, printed in red, white and black, and measures 8½ by 11 inches.

Next week's issue will contain additional activity being directed to promote this campaign. Operators are urged, meanwhile, to send for the free merchandising kit or contact their distributor for location posters. Drop a line to Music Machines, The Billboard, 1381 W. Randolph, Chicago 1, Ill., on the activities in your area.)

Meet Sam Ricklin

Sam Ricklin, head of the California Music Phonograph Service, entered the music operating business over 20 years ago in the midst of the depression.

Ricklin was born in Chicago but his parents moved to Los Angeles when he was

profitable spots, and has built his route into one of the most lucrative in Southern California.

Starts With Bakery

Soon after finishing school, Ricklin started to bake bread in the spacious Central Market in downtown Los Angeles. That, once he sold day-old bread for 5 cents or three loaves for a dime. Associated with him from time to time was Gabe Orland, now a well-known uncle of his brother-in-law and manager of the California Music Phonograph Service.

Ricklin moved from his bakery into the music business when an operator, who owned a machine in the Market, wanted to leave. He and Orland, who had operated games, thought it over and decided it was a good deal.

Participating in practically everything that concerned the juke box industry in his home area, Ricklin was sergeant-at-arms of the Los Angeles Division of the California Music Merchants' Association, recently formed under the direction of George A. Orland, president.

Altogether he classifies himself as a "son-junker." Ricklin has been instrumental in the formation of groups intended to aid the industry. Outside activities include membership in the Hollywood Post of the Jewish War Veterans and the B'nai B'rith.



SAM RICKLIN

less than a year old. He attended Poly High School, where he played the violin in the orchestra and took an active interest in student productions, and the University of California, Los Angeles campus (UCLA).

A graduate of accounting, he is well versed in cost control. He keeps an up-to-date tab on his machines, constantly watching for more

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in the Billboard issues of indicated dates. All advertised used machines and prices are listed. Where more than one machine is advertised at the same price the price is indicated by the number of machines. Prices are indicated in parentheses. Where quantity discounts are advertised, at the cost of each volume, only the single machine price is listed. Any price advance depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
AMM	\$155.00	\$120.00	\$75.00	\$100.00
Model 1.....	229.50	229.50	229.50	275.00
Model 2.....	275.00(2)	275.00(2)	275.00(1)	275.00(2)
Model 3.....	315.00	315.00	315.00	315.00(2)
Model 4.....	475.00	475.00	475.00	475.00
Model 5.....	475.00	475.00	475.00	475.00

CHICAGO CON

Model 1..... 139.00 139.00 139.00 139.00

EVANS

Model 1..... 250.00 250.00

HILLS

Model 1..... 150.00 150.00

ROCK-OLA

Model 1..... 495.00 495.00 495.00(2)

Model 2..... 495.00 495.00 495.00

Model 3..... 109.00 109.00 109.00

Model 4..... 175.00 175.00 175.00

Model 5..... 445.00 445.00 445.00

Model 6..... 445.00 445.00 445.00

SEEBURG

Model 1..... 125.00 125.00 125.00

Model 2..... 495.00 495.00

Model 3..... 95.00 95.00 95.00 135.00

Model 4..... 75.00 75.00 75.00 75.00

Model 5..... 125.00 125.00 125.00

Model 6..... 95.00 95.00 95.00 95.00

Model 7..... 175.00 175.00 175.00

Model 8..... 189.00 189.00 189.00

Model 9..... 175.00 175.00 175.00

Model 10..... 175.00 175.00 175.00

WURLITZER

Model 1..... 85.00 130.00 75.00 105.00(2)

Model 2..... 105.00 105.00 105.00 105.00

Model 3..... 95.00 135.00 95.00 135.00

Model 4..... 215.00 215.00 215.00 215.00

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WINNERS BY WURLITZER

The WURLITZER 1500-A, the only coin-operated phonograph to play both 78 and 45 RPM records intermixed, enjoys continuing operator demand.

For this reason it is still in production. It has proved a sensational money-maker in thousands of locations and permits the widest possible programming with records of both sizes.

From the day of its introduction, the high fidelity WURLITZER 1700 has continued to receive a tremendous reception by operators, location owners and the music loving public. It has no equal among straight 45 RPM phonographs in beauty, tone, service simplicity or earning ability.

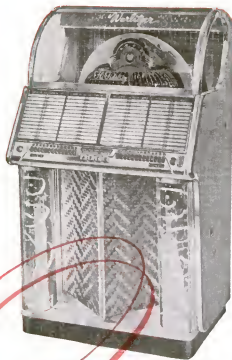


THE PHENOMENAL

Wurlitzer

1500-A

**PLAYING 78 AND 45 RPM RECORDS
INTERMIXED**



THE FABULOUS

Wurlitzer

1700HF

**PLAYING STRAIGHT 45 RPM RECORDS
WITH HIGH FIDELITY SOUND**

The Rudolph Wurlitzer Company • North Tonawanda, New York

Established 1856

Juke Boxes Enforce World as Exports Hit Start-Time Peak

2-Month Score Tallies \$1,329,948; Record Sales to Follow Swing

Continued from page 1

can also use the juke generator to run other appliances.

It is also interesting to note that in Central and South American countries some juke importers are also distributors in their territories for such big American names as Philco, Ford, Chrysler and General Motors products.

Selling by Plane

Since the South American market for juke is so great (it accounts for roughly 10 per cent of all music machine exports), American manufacturers and distributors enthusiastically cultivate sales there. One colorful example of this enthusiasm is the manner in which Bush Distributing Company, Wurtzler distributor in Miami, has gone after the South American trade.

President Ted Bush has taken to the air in selling used machines there. Completely refurbishing the machines to look like new, in black and color so that it's difficult to tell them from new machines, Bush flies the reconditioned units down in C-47s fitted to accommodate the juke.

Bush plane, loaded up, takes off from Miami and barnstorms South American towns, one after another, until the plane is empty, then flies back for another load.

Bargain Basement Technique Clicks In Record Sales

VANCOUVER, B. C., June 5.—A new gimmick was tried in record selling this week by J. W. Kelly Company, local outlet of a bargain basement sales technique was used.

The sale lasted two days and an estimated 6,000 customers jammed the store, purchasing a gross of about \$13,400 worth of records.

The platters ranged from children's stories to Dixieland jazz, big-band symphonies, classical and sacred music. Ten additional salespersons were required to handle the rush. W. Kelly manager of the firm, said that the records had been purchased in the East, especially for the sale.

"Even more surprising than the sale itself," Kelly said, "was the fact that out of the thousands of records handled and sold around during the two days, only a dozen were broken."

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General Music and other departments up front in this issue of The Billboard are:

MERCURY HOLDS ANNUAL MEETING. Outlines plans for big drive on jazz field with new Emory label (Music department).

802 SUGGESTS JUKE BOX TAX. New York City turns deaf ear to AFM local's revenue suggestion (Music department).

SENATE GROUP RE-STUDIES MCCARRAN BILL. Debates end of copyright exemption for juke boxes (Music department).

AFM MAKES ANNUAL REPORT. Gives statistics on production of records by speeds (Music department).

And many other informative news stories as well as the Honor Roll of hits and pop charts.

other load. Bush Distributing actively goes after the business. Once landed in a town, salesmen take the doors to the juke boxes, distributors, location owners. And their dynamic approach pays off.

That up-to-the-minute approach is not altogether feasible in many hot juke hamlets, where there are no landing fields and only the scantiest reminders of roads. In such places juke must be carried in on the shoulders of native bearers.

Foot Power

Such transportation was used when a juke was trilled up the mountainside to the little town of Lepere, Honduras. Part way a jeep was used, but when the going got too rough, the machine was loaded onto the native's shoulders and a 10-kilometer dash, along a primitive road leading from Los Foros to Lepere over the Pucua Mountains.

When the juke box arrived one Sunday morning, natives gathered from all around to make selections on the machine which was set up in a wooden building. The trip was long and arduous, but the result was a tremendous ovation from the music-loving natives.

That scene is duplicated in many other parts of the globe, some easier to get to, others harder, but nevertheless good.

Besides the enthusiastic approval of juke boxes by the people, the juke has trailed up the mountainside to the little town of Lepere, Honduras. Part way a jeep was used, but when the going got too rough, the machine was loaded onto the native's shoulders and a 10-kilometer dash, along a primitive road leading from Los Foros to Lepere over the Pucua Mountains.

A Look Ahead

The juke box export business has grown tremendously in the last five years, with the last three years showing the sharpest increase.

Juke box exports hit a staggering total of \$1,329,948 in 1953, an increase of 50 per cent compared to 1952's \$1,329,948 and a jump of over 100 per cent compared to 1951's \$2,058,749.

The future looks even better. New foreign distributors, appointments, improved machines and lower embargoes all point to a continued growth which should at least equal if not surpass that of the last few years.

JUKE EXPORTS CLIMB 26% IN JAN.-FEB.

CHICAGO, June 5.—Juke box exports got off to a flying start this year with January and February totaling \$1,329,948, a 26 per cent increase over the \$1,061,743 for the corresponding period in 1953.

Following a normal January volume of \$519,946, February brought a whopping \$809,999, nearly topping the highest amount ever recorded in a single month—\$815,935, last November.

Conservative trade estimates are now placing 1954's total juke box export dollar volume well over the \$7,500,000 mark. (See separate story for market evaluation and analysis covering the entire juke industry on the first General page.)

Miami

Continued from page 36

"A machine that stands idle in the shop not only produces no profit, but also costs the operator," said Silverman, "but when it operates more rapidly than this it is playing a 145-150 rpm. The crystals so bad in our sub-tropical climate when a machine isn't played weeks at a time."

Skidding Receipts

Willie Blatt, owner of Supreme Distributors, president of the Amusement Machine Operators' Association of Dade County, believes the solution to the juke music receipts lies in diversification.

"Now the averages have been dropping around 15 to 20 per cent not only in Greater Miami but in the rest of the country," says Blatt, "the operators' overhead has increased. The crystals must put out additional equipment in the same spots where he has a juke box. Of course, this requires an investment in new equipment. But if it's the only way to boost income during this slump in juke box."

Blatt also pointed out that music operators are now taking a hard line in setting out sub-marginal spots that were once heavily patronized.

"Operators didn't want these locations a year or two ago but now they're grabbing them. They can be developed to a point where they are most profitable to operate. That's better than keeping equipment idle in the storefront where it produces nothing at all for the operator."

Regarding the giant supermarkets, which are mushrooming all over the country and particularly in the South, Blatt says the big groceries are unwilling to give up space for music machines.

"They'll go for a cup drink machine or a kiddie ride, or maybe a photo vender," he explained, "but not for a juke box."

The day is coming when juke box operators, to be successful, will have to be specialists and willing to rely on their own contacts to hold their locations for specified periods.

JUKE BOX-DISK VENDER PATENT TO EX-DERBYITE

NEW YORK, June 5.—Bernard Barker, formerly associated with Derby Records, announced this week that he has been granted a patent for a combined juke box and record vender. The unit, as yet only in the drawing board stage, is a standard juke box machine, with a compartment which vends records—150 to 200 capacity. The vending compartment is to be mechanically operated. Barker says that the juke box listener, upon hearing a tune he likes, may wish to keep the record and take it home. With his invention, the music lover can satisfy his fancy.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

Feb. Exports Top \$1 Mil

Continued from page 16

juke and major vending equipment continues.

The \$322,816 increase is even more impressive considering the fact that the total for January and February last year was \$418,416, an increase of 26 per cent over the total for the like period in 1952.

Using the first two months of 1954 as a yardstick, it would seem that 1954 might well match 1953's staggering total of \$1,370,186 and then beat it. The second story in which coin exports have averaged almost \$1 million a month.

A check of last year's figures for the first two months of 1953 shows—just game and venders exports dropped two months compared to the same months last year, and that only the 26 per cent jump in music machine exports put shipments for January and February above that of 1953.

February Totals

While 1,644 juke boxes were exported in February for \$809,999, out of February's total of \$809,999, 1,183 units for \$589,354, vended exports for the month hit \$67,117. The second story in which coin exports dropped two months compared to the same months last year, and that only the 26 per cent jump in music machine exports put shipments for January and February above that of 1953.

Chicago

Continued from page 36

exception of a few small towns and some tourist centers. In many spots, the average time a juke box is in the shop is about a year. The change is hardly noticeable. In other spots, the operators themselves are reluctant to admit it, remembering the days when "four wheels" were their bread and butter.

Reasons for the change were pointed out by two prominent Chicago operators, Frank Padula, of Melody Music, and Vic Bondoli, of B. Bondoli Music. Padula said that shortly after the war operators began to notice that juke boxes and venders were becoming far more popular in taverns and in other locations where they were finding it impossible to match the collections made in a 24-hour curbside spot.

"In these spots," he explained, "the average time a juke box is in the shop is about a year. The change is hardly noticeable. In other spots, the operators themselves are reluctant to admit it, remembering the days when 'four wheels' were their bread and butter."

Vic Bondoli agreed with Padula, adding that the change was not so much a matter of location as of somewhere in the vicinity of 15 per cent, operators would no longer take chances on marginal locations. "They must have a good chance of making revenue, possible improvement and length of life," he said. "Too often, taverns change hands and fail to take out liquor licenses."

Other advantages of restaurant locations, Bondoli pointed out, are guaranteed contracts which are easy to obtain than neighborhood taverns.

Philippines

Continued from page 36

of Philippine cities, spearheaded by two of the largest electrification projects—the Ambuklao and Marikina Falls—on Luzon in the East, the juke box business is expected to grow even faster than in the United States.

Another factor which will go a long way in bolstering the coin-play business in the country is the number of persons who speak English. The Philippines is ranked as one of the largest English speaking countries in the world. And finally, 45 per cent of the population are now being pressed in this country, giving the public songs in the national dialect, Tagalog and English.

As in all countries where a new industry is on the rise, taxes and restrictions are constantly being imposed. In Manila, city officials have requested one of the highest, if not the highest, rates in the world—\$150 a year per machine. Thru the efforts of the Recreation Amusement Association, an organization, this restriction has so far been forestalled.

music machine exports in February, was due to the meteoric rise in juke imports by Western Germany. The latter accounted for 358 units at \$257,511 to become the top juke importing country for that month. In January, 1954, Western Germany imported just 46 juke values at \$38,668, and a month earlier, December, 1953, bought 125 machines worth \$10,641.

During the entire 12 months of 1953, Western Germany's juke imports totaled 4,125 units, the number and value of juke during February than Venezuela. The latter country imported machines valued at \$117,817 during the month. Venezuela is consistently the leading juke box importer.

While Western Germany's February music machine imports surpassed even the most optimistic expectations, it rises as a juke importer was forecast early this year.

Heavy Juke Demand

Sam Greenstam, executive of the American Music Company and the Scott-Cross Company, on returning from a recent tour of the Philippines, reported that the importation of juke boxes in March, resulting from the increase in Western Germany was nearly on a par with the direct shipments from the U. S. office. The Philippines is consistently the leading juke box importer.

February, Just four countries

Just four countries imported juke games: Canada, Mexico, Venezuela and Western Germany. They were the most important for the month.

Western Germany led with 372 juke boxes valued at \$350,000. Canada was second with 1,353 juke machines for \$203,059. Venezuela third with 115 juke valued at \$152,316, and Mexico fourth with 46 juke valued at \$38,668. (See chart on this page for full statistics.)

Canada was the top amusement game importer in February with 478 games valued at \$105,619. The top B. Bondoli Music juke game buyer during the month was 212 units purchased for \$20,456. \$26,067 paid for 95 games.

In comparing major importing countries, the first two months of 1954 were: Canada—\$1,644,000; Venezuela, Belgium, Mexico—remain in the top positions with Western Germany.

Monthly Totals

Following are the monthly totals of juke boxes, venders and vending machines exported and their value for the last three months for which U. S. Department of Commerce has figures (department reports last two, three or four months since all transactions must be checked to make sure all obligations are fulfilled).

Juke Boxes	No.	Value
February, 1954	1,143	\$7,117
January, 1954	1,249	\$8,338
December, 1953	1,609	78,431

Juke Venders

Juke Venders	No.	Value
February, 1954	1,644	\$809,999
January, 1954	1,251	\$1,049
December, 1953	1,261	77,118

Game Exports

Game Exports	No.	Value
February, 1954	1,470	\$256,131
January, 1954	1,761	\$226,770
December, 1953	1,768	230,235

CANADIAN OPS

HANDED BITTER PILL TOSWALLOW

VANCOUVER, B. C., June 5.—The new regulations in British Columbia, which require juke boxes and beer in restaurants, will be a blow to operators as the Board of Control will be allowed to ban juke boxes from all licensed premises.

And as the decision itself wasn't enough to plague operators, the Board of Control explained that the reason for the decision was that he preferred the selections of juke over wired music service. B. C. operators are expected to combat the juke box ban.

NOW AVAILABLE NELSON MODERNIZATION KIT

ONLY \$98.50
Lucky Player

Quantity Price Model C—With 200 Records—\$125.00
Form C—200 gram with 200 Records—\$125.00
RAY R. POWERS SALES CO.
1515 W. 1st Ave.
Los Angeles 17, Calif.

The only
Phonograph
with

120 Selections

So Simple!

... to Play
... to Program
... to Pile up
Profits!

Model 1436



The Rock-ola Carrousel Line-O-Selector PROGRAMMING TRAY

As orderly and efficient as file trays, four title holders permit breakdown of program into most popular musical classifications of thirty tunes each. Trays slide quickly out of frames for easy changing of one or more titles. Automatic loading lock secures tray in frame when it's reinserted. No other programming system permits easier selection or faster servicing.



To play—touch
Line-O-Selector Button
for choice of Four
Programs.



... then push one
button under number
selected (only one) and
out comes your tune.

Available in 2 models for either
78 RPM or 45 RPM records

ROCK-OLA

FireBall

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

BAILIE DISTRIBUTING CO.
647 South West St., Syracuse, N.Y.

EASTERN VENDING SALES CO., INC.
940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP.
265 Franklin, Buffalo, New York

E. D. LAZAR COMPANY
1633 Fifth Avenue, Pittsburgh 17, Penn.

MUSIC & TELEVISION CORP.
1115 Commonwealth Avenue
Boston 15, Massachusetts

S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey

MIDWEST

BADGER NOVELTY COMPANY
2546 North 30th Street, Milwaukee, Wis.

BRIGHT MUSIC COMPANY
39963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

525 S. High St., Columbus, Ohio

J. WESTERHAUS
3726 Kessler Ave., Cincinnati 11, Ohio

DIXON DISTRIBUTORS
3608 Southern Blvd., Youngstown, Ohio

FARIANO AMUSEMENT CO.
208 E. Dewey Ave., Richman, Michigan

J. ROSENFIELD COMPANY
3218 Olive St., St. Louis, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
626 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY
1332 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

UNI-COIN DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

PUGET SOUND NOVELTY CO.
114 Elliott Ave., West Seattle, Wash.

SOUTHERN

A. M. & P. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY
135 E. Amite Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E., Atlanta, Ga.

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2628 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO.
303 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., S., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST
AUTOMATIC MUSIC CO.
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES
608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.
446 N. Ikalta St., San Antonio, Texas

WESTERN

H. B. BRINCK
823 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC.
2657 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.
149 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago 51, Illinois

Save-Match

Continued from page 52

operator paying only for the match books or coupons.

On the signs on the vendors are paid for by Save-a-Match, with the retailers paying Save-a-Match a fee amount for each coupon redeemed. Thus, the cost to the operator is taken, while the retailer pays Save-a-Match only on the basis of results.

The plan was launched in Boston and Worcester, Mass., early in April, with Providence, St. Louis and Houston being added early in May.

Answers Sought

Save-a-Match, in the five experimental cities, is attempting to determine whether match books or coupons are more effective, whether a dime premium is better than a nickel premium, what type retailers are most effective, how best to advertise the plan in the community and how to gauge the effectiveness of the plan.

Worman feels it will be at least another couple of months before any of these questions may be answered with a degree of certainty. When he has the answers, and not before, Worman plans to launch the Save-a-Match program on a national basis.

Advertising people are one of the biggest problems. While Save-a-Match uses space in local dailies to launch the plan, the cost of any sustained advertising program, if it were borne entirely by Save-a-Match, would be prohibitive.

Retailer Ads

One way out is by the placement of newspaper advertising by participating retailers. These ads, which are placed by the plan, have been placed by some retailers, point out that the store is participating in the Save-a-Match program, that match books or coupons may be redeemed at the store and that customers may save up to 10 per cent of the purchase price on items purchased using Save-a-Match premiums.

In Houston Save-a-Match uses a spot film of the local television program. But, Worman pointed out, in none of these cities has the program been in operation long enough to test advertising effectiveness.

"Guinea pig" is a stock word used by Worman when approaching retailers or operators about participation in the plan. He points out that the plan is so new that he doesn't know what results to expect and that everyone in the plan is a guinea pig.

Definite Pattern

Worman feels that this frank appraisal of the situation doesn't scare away any progressive operator. The retailer, he said, Worman, the guinea pig phase may be over soon. He feels that within the next few months enough facts will have been amassed so that a definite pattern of retailer selection, premium presentation and promotion will be known.

Then, too, said Worman, the thing that impresses retailers most is results. The longer the plan is in operation, the more specific results can be cited by Save-a-Match, with advertisers breeding advertisers and customers breeding customers.

In order to ascertain which type retailers are best suited to the Worman has, in five cities, virtually every type represented—women's specialty shops, fur stores, clothing stores, hardware stores, jewelry stores, furniture shops and food and oil firms.

No Quick Results

Some of these establishments will take a long time to be judged. For example, a person buying a suit at a future time isn't going to present 50 cents worth of coupons. He's going to wait until he gets the full 10 per cent off a \$30 reduction. At 30 cents a coupon represents \$300 packs, and it takes a while for any individual or family to go thru that many coupons.

While up to 10 per cent is allowed toward the purchase price, Worman feels that, with a dozen or more participating retailers in a store, few retailers will have the full 10 per cent applied toward purchases in their stores. This means that for stores operating on a low profit margin, the actual savings will be considerably less than 10 per cent.

Talking to operators in the test cities, Worman found that the plan served to elicit operator co-operation to an extent he had believed possible. He also added that at least one operator reported making new locations as a direct result of the plan.

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in the 40 last issues as indicated below. All advertised numbers and prices are listed. Prices may vary from time to time. The same equipment at the same price, however with which the price current is indicated in parentheses. Where quantity discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price advantage depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
Advance Bowler (Chicago Gold).....	\$395.00/395	\$395.00/395	\$395.00	\$395.00
Big League Bowler, 4 player (Chicago).....	65.00	65.00	75.00	75.00
Big League Bowler, 6 player (Chicago).....	100.00 150.00	100.00 150.00	135.00	125.00 150.00
Big League Bowler, 8 player (Chicago).....	150.00	150.00	165.00	165.00
Big League Bowler, 10 player (Chicago).....	250.00	250.00	275.00	275.00
Big League Bowler, 12 player (Chicago).....	350.00	350.00	375.00	375.00
Big League Bowler, 14 player (Chicago).....	450.00	450.00	475.00	475.00
Big League Bowler, 16 player (Chicago).....	550.00	550.00	575.00	575.00
Big League Bowler, 18 player (Chicago).....	650.00	650.00	675.00	675.00
Big League Bowler, 20 player (Chicago).....	750.00	750.00	775.00	775.00
Big League Bowler, 22 player (Chicago).....	850.00	850.00	875.00	875.00
Big League Bowler, 24 player (Chicago).....	950.00	950.00	975.00	975.00
Big League Bowler, 26 player (Chicago).....	1050.00	1050.00	1075.00	1075.00
Big League Bowler, 28 player (Chicago).....	1150.00	1150.00	1175.00	1175.00
Big League Bowler, 30 player (Chicago).....	1250.00	1250.00	1275.00	1275.00
Big League Bowler, 32 player (Chicago).....	1350.00	1350.00	1375.00	1375.00
Big League Bowler, 34 player (Chicago).....	1450.00	1450.00	1475.00	1475.00
Big League Bowler, 36 player (Chicago).....	1550.00	1550.00	1575.00	1575.00
Big League Bowler, 38 player (Chicago).....	1650.00	1650.00	1675.00	1675.00
Big League Bowler, 40 player (Chicago).....	1750.00	1750.00	1775.00	1775.00
Big League Bowler, 42 player (Chicago).....	1850.00	1850.00	1875.00	1875.00
Big League Bowler, 44 player (Chicago).....	1950.00	1950.00	1975.00	1975.00
Big League Bowler, 46 player (Chicago).....	2050.00	2050.00	2075.00	2075.00
Big League Bowler, 48 player (Chicago).....	2150.00	2150.00	2175.00	2175.00
Big League Bowler, 50 player (Chicago).....	2250.00	2250.00	2275.00	2275.00
Big League Bowler, 52 player (Chicago).....	2350.00	2350.00	2375.00	2375.00
Big League Bowler, 54 player (Chicago).....	2450.00	2450.00	2475.00	2475.00
Big League Bowler, 56 player (Chicago).....	2550.00	2550.00	2575.00	2575.00
Big League Bowler, 58 player (Chicago).....	2650.00	2650.00	2675.00	2675.00
Big League Bowler, 60 player (Chicago).....	2750.00	2750.00	2775.00	2775.00
Big League Bowler, 62 player (Chicago).....	2850.00	2850.00	2875.00	2875.00
Big League Bowler, 64 player (Chicago).....	2950.00	2950.00	2975.00	2975.00
Big League Bowler, 66 player (Chicago).....	3050.00	3050.00	3075.00	3075.00
Big League Bowler, 68 player (Chicago).....	3150.00	3150.00	3175.00	3175.00
Big League Bowler, 70 player (Chicago).....	3250.00	3250.00	3275.00	3275.00
Big League Bowler, 72 player (Chicago).....	3350.00	3350.00	3375.00	3375.00
Big League Bowler, 74 player (Chicago).....	3450.00	3450.00	3475.00	3475.00
Big League Bowler, 76 player (Chicago).....	3550.00	3550.00	3575.00	3575.00
Big League Bowler, 78 player (Chicago).....	3650.00	3650.00	3675.00	3675.00
Big League Bowler, 80 player (Chicago).....	3750.00	3750.00	3775.00	3775.00
Big League Bowler, 82 player (Chicago).....	3850.00	3850.00	3875.00	3875.00
Big League Bowler, 84 player (Chicago).....	3950.00	3950.00	3975.00	3975.00
Big League Bowler, 86 player (Chicago).....	4050.00	4050.00	4075.00	4075.00
Big League Bowler, 88 player (Chicago).....	4150.00	4150.00	4175.00	4175.00
Big League Bowler, 90 player (Chicago).....	4250.00	4250.00	4275.00	4275.00
Big League Bowler, 92 player (Chicago).....	4350.00	4350.00	4375.00	4375.00
Big League Bowler, 94 player (Chicago).....	4450.00	4450.00	4475.00	4475.00
Big League Bowler, 96 player (Chicago).....	4550.00	4550.00	4575.00	4575.00
Big League Bowler, 98 player (Chicago).....	4650.00	4650.00	4675.00	4675.00
Big League Bowler, 100 player (Chicago).....	4750.00	4750.00	4775.00	4775.00
Big League Bowler, 102 player (Chicago).....	4850.00	4850.00	4875.00	4875.00
Big League Bowler, 104 player (Chicago).....	4950.00	4950.00	4975.00	4975.00
Big League Bowler, 106 player (Chicago).....	5050.00	5050.00	5075.00	5075.00
Big League Bowler, 108 player (Chicago).....	5150.00	5150.00	5175.00	5175.00
Big League Bowler, 110 player (Chicago).....	5250.00	5250.00	5275.00	5275.00
Big League Bowler, 112 player (Chicago).....	5350.00	5350.00	5375.00	5375.00
Big League Bowler, 114 player (Chicago).....	5450.00	5450.00	5475.00	5475.00
Big League Bowler, 116 player (Chicago).....	5550.00	5550.00	5575.00	5575.00
Big League Bowler, 118 player (Chicago).....	5650.00	5650.00	5675.00	5675.00
Big League Bowler, 120 player (Chicago).....	5750.00	5750.00	5775.00	5775.00
Big League Bowler, 122 player (Chicago).....	5850.00	5850.00	5875.00	5875.00
Big League Bowler, 124 player (Chicago).....	5950.00	5950.00	5975.00	5975.00
Big League Bowler, 126 player (Chicago).....	6050.00	6050.00	6075.00	6075.00
Big League Bowler, 128 player (Chicago).....	6150.00	6150.00	6175.00	6175.00
Big League Bowler, 130 player (Chicago).....	6250.00	6250.00	6275.00	6275.00
Big League Bowler, 132 player (Chicago).....	6350.00	6350.00	6375.00	6375.00
Big League Bowler, 134 player (Chicago).....	6450.00	6450.00	6475.00	6475.00
Big League Bowler, 136 player (Chicago).....	6550.00	6550.00	6575.00	6575.00
Big League Bowler, 138 player (Chicago).....	6650.00	6650.00	6675.00	6675.00
Big League Bowler, 140 player (Chicago).....	6750.00	6750.00	6775.00	6775.00
Big League Bowler, 142 player (Chicago).....	6850.00	6850.00	6875.00	6875.00
Big League Bowler, 144 player (Chicago).....	6950.00	6950.00	6975.00	6975.00
Big League Bowler, 146 player (Chicago).....	7050.00	7050.00	7075.00	7075.00
Big League Bowler, 148 player (Chicago).....	7150.00	7150.00	7175.00	7175.00
Big League Bowler, 150 player (Chicago).....	7250.00	7250.00	7275.00	7275.00
Big League Bowler, 152 player (Chicago).....	7350.00	7350.00	7375.00	7375.00
Big League Bowler, 154 player (Chicago).....	7450.00	7450.00	7475.00	7475.00
Big League Bowler, 156 player (Chicago).....	7550.00	7550.00	7575.00	7575.00
Big League Bowler, 158 player (Chicago).....	7650.00	7650.00	7675.00	7675.00
Big League Bowler, 160 player (Chicago).....	7750.00	7750.00	7775.00	7775.00
Big League Bowler, 162 player (Chicago).....	7850.00	7850.00	7875.00	7875.00
Big League Bowler, 164 player (Chicago).....	7950.00	7950.00	7975.00	7975.00
Big League Bowler, 166 player (Chicago).....	8050.00	8050.00	8075.00	8075.00
Big League Bowler, 168 player (Chicago).....	8150.00	8150.00	8175.00	8175.00
Big League Bowler, 170 player (Chicago).....	8250.00	8250.00	8275.00	8275.00
Big League Bowler, 172 player (Chicago).....	8350.00	8350.00	8375.00	8375.00
Big League Bowler, 174 player (Chicago).....	8450.00	8450.00	8475.00	8475.00
Big League Bowler, 176 player (Chicago).....	8550.00	8550.00	8575.00	8575.00
Big League Bowler, 178 player (Chicago).....	8650.00	8650.00	8675.00	8675.00
Big League Bowler, 180 player (Chicago).....	8750.00	8750.00	8775.00	8775.00
Big League Bowler, 182 player (Chicago).....	8850.00	8850.00	8875.00	8875.00
Big League Bowler, 184 player (Chicago).....	8950.00	8950.00	8975.00	8975.00
Big League Bowler, 186 player (Chicago).....	9050.00	9050.00	9075.00	9075.00
Big League Bowler, 188 player (Chicago).....	9150.00	9150.00	9175.00	9175.00
Big League Bowler, 190 player (Chicago).....	9250.00	9250.00	9275.00	9275.00
Big League Bowler, 192 player (Chicago).....	9350.00	9350.00	9375.00	9375.00
Big League Bowler, 194 player (Chicago).....	9450.00	9450.00	9475.00	9475.00
Big League Bowler, 196 player (Chicago).....	9550.00	9550.00	9575.00	9575.00
Big League Bowler, 198 player (Chicago).....	9650.00	9650.00	9675.00	9675.00
Big League Bowler, 200 player (Chicago).....	9750.00	9750.00	9775.00	9775.00
Big League Bowler, 202 player (Chicago).....	9850.00	9850.00	9875.00	9875.00
Big League Bowler, 204 player (Chicago).....	9950.00	9950.00	9975.00	9975.00
Big League Bowler, 206 player (Chicago).....	10050.00	10050.00	10075.00	10075.00
Big League Bowler, 208 player (Chicago).....	10150.00	10150.00	10175.00	10175.00
Big League Bowler, 210 player (Chicago).....	10250.00	10250.00	10275.00	10275.00
Big League Bowler, 212 player (Chicago).....	10350.00	10350.00	10375.00	10375.00
Big League Bowler, 214 player (Chicago).....	10450.00	10450.00	10475.00	10475.00
Big League Bowler, 216 player (Chicago).....	10550.00	10550.00	10575.00	10575.00
Big League Bowler, 218 player (Chicago).....	10650.00	10650.00	10675.00	10675.00
Big League Bowler, 220 player (Chicago).....	10750.00	10750.00	10775.00	10775.00
Big League Bowler, 222 player (Chicago).....	10850.00	10850.00	10875.00	10875.00
Big League Bowler, 224 player (Chicago).....	10950.00	10950.00	10975.00	10975.00
Big League Bowler, 226 player (Chicago).....	11050.00	11050.00	11075.00	11075.00
Big League Bowler, 228 player (Chicago).....	11150.00	11150.00	11175.00	11175.00
Big League Bowler, 230 player (Chicago).....	11250.00	11250.00	11275.00	11275.00
Big League Bowler, 232 player (Chicago).....	11350.00	11350.00	11375.00	11375.00
Big League Bowler, 234 player (Chicago).....	11450.00	11450.00	11475.00	11475.00
Big League Bowler, 236 player (Chicago).....	11550.00	11550.00	11575.00	11575.00
Big League Bowler, 238 player (Chicago).....	11650.00	11650.00	11675.00	11675.00
Big League Bowler, 240 player (Chicago).....	11750.00	11750.00	11775.00	11775.00
Big League Bowler, 242 player (Chicago).....	11850.00	11850.00	11875.00	11875.00
Big League Bowler, 244 player (Chicago).....	11950.00	11950.00	11975.00	11975.00
Big League Bowler, 246 player (Chicago).....	12050.00	12050.00	12075.00	12075.00
Big League Bowler, 248 player (Chicago).....	12150.00	12150.00	12175.00	12175.00
Big League Bowler, 250 player (Chicago).....	12250.00	12250.00	12275.00	12275.00
Big League Bowler, 252 player (Chicago).....	12350.00	12350.00	12375.00	12375.00
Big League Bowler, 254 player (Chicago).....	12450.00	12450.00	12475.00	12475.00
Big League Bowler, 256 player (Chicago).....	12550.00	12550.00	12575.00	12575.00
Big League Bowler, 258 player (Chicago).....	12650.00	12650.00	12675.00	12675.00
Big League Bowler, 260 player (Chicago).....	12750.00	12750.00	12775.00	12775.00
Big League Bowler, 262 player (Chicago).....	12850.00	12850.00	12875.00	12875.00
Big League Bowler, 264 player (Chicago).....	12950.00	12950.00	12975.00	12975.00
Big League Bowler, 266 player (Chicago).....	13050.00	13050.00	13075.00	13075.00
Big League Bowler, 268 player (Chicago).....	13150.00	13150.00	13175.00	13175.00
Big League Bowler, 270 player (Chicago).....	13250.00	13250.00	13275.00	13275.00
Big League Bowler, 272 player (Chicago).....	13350.00	13350.00	13375.00	13375.00
Big League Bowler, 274 player (Chicago).....	13450.00	13450.00	13475.00	13475.00
Big League Bowler, 276 player (Chicago).....	13550.00	13550.00	13575.00	13575.00
Big League Bowler, 278 player (Chicago).....	13650.00	13650.00	13675.00	13675.00
Big League Bowler, 280 player (Chicago).....	13750.00	13750.00	13775.00	13775.00
Big League Bowler, 282 player (Chicago).....	13850.00	13850.00	13875.00	13875.00
Big League Bowler, 284 player (Chicago).....	13950.00	13950.00	13975.00	13975.00
Big League Bowler, 286 player (Chicago).....	14050.00	14050.00	14075.00	14075.00
Big League Bowler, 288 player (Chicago).....	14150.00	14150.00	14175.00	14175.00
Big League Bowler, 290 player (Chicago).....	14250.00	14250.00	14275.00	14275.00
Big League Bowler, 292 player (Chicago).....	14350.00	14350.00	14375.00	14375.00
Big League Bowler, 294 player (Chicago).....	14450.00	14450.00	14475.00	14475.00
Big League Bowler, 296 player (Chicago).....	14550.00	14550.00	14575.00	14575.00
Big League Bowler, 298 player (Chicago).....	14650.00	14650.00	14675.00	14675.00
Big League Bowler, 300 player (Chicago).....	14750.00	14750.00	14775.00	14775.00
Big League Bowler, 302 player (Chicago).....	14850.00	14850.00	14875.00	14875.00
Big League Bowler, 304 player (Chicago).....	14950.00	14950.00	14975.00	14975.00
Big League Bowler, 306 player (Chicago).....	15050.00	15050.00	15075.00	15075.00
Big League Bowler, 308 player (Chicago).....	15150.00	15150.00	15175.00	15175.00
Big League Bowler, 310 player (Chicago).....	15250.00	15250.00	15275.00	15275.00
Big League Bowler, 312 player (Chicago).....	15350.00	15350.00	15375.00	15375.00
Big League Bowler, 314 player (Chicago).....	15450.00	15450.00	15475.00	15475.00
Big League Bowler, 316 player (Chicago).....	15550.00	15550.00	15575.00	15575.00
Big League Bowler, 318 player (Chicago).....	15650.00	15650.00	15675.00	15675.00
Big League Bowler, 320 player (Chicago).....	15750.00	15750.00	15775.00	15775.00
Big League Bowler, 322 player (Chicago).....	15850.00	15850.00	15875.00	15875.00
Big League Bowler, 324 player (Chicago).....	15950.00	15950.00	15975.00	15975.00
Big League Bowler, 326 player (Chicago).....	16050.00	16050.00	16075.00	16075.00
Big League Bowler, 328 player (Chicago).....	16150.00	16150.00	16175.00	16175.00
Big League Bowler, 330 player (Chicago).....	16250.00	16250.00	16275.00	16275.00
Big League Bowler, 332 player (Chicago).....	16350.00	16350.00	16375.00	16375.00
Big League Bowler, 334 player (Chicago).....	1645			



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BASEBALL
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HOLD THEIR
POPULAR
APPEAL
AND LAST
INDEFINITELY!

captures
choice locations
and lures
MORE MONEY
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PLAYERS
ACTUALLY
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MANUALLY
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MANUALLY OPERATED BUTTON
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ON THE
GO!

HIGH SCORES!
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REPLAYS!

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1 PLAY for 10¢ - 3 PLAYS for 25¢
or
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BIG LEAGUE BASEBALL

THE ONLY AUTHENTIC
TYPE BASEBALL GAME
with the
ANIMATED BASE RUNNING UNIT
an exclusive Williams feature!

REPLAY OR NOVELTY plus TRIPLE MATCH FEATURE

NUMBER STAR PENNANT

- 0 to 9
- Match Number and Star with Pennant!
- Replays for Runs Scored and Match Features.
- Scores up to 30 Replays for "TRIPLE MATCH"!

① Balls go up the ramps and over the fence for Home Runs!

② Balls hit onto ramps actually FLY THRU THE AIR!

• PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.

• MANUALLY CONTROLLED ELECTRICAL PITCHER.

• LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.

• OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

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Name

Address

City

Occupation





3 SURE WINNERS for EVERY LOCATION!

A SURE WINNER!...chicago coin's New STAR LITE BOWLER

THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

- 1 Individual player, by matching end or several numbers lights up one or several Stars in each game!
 - 2 Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
 - 3 Matching features begin in the first frame and continue in every frame until the game is over!
 - 4 STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900
- Special light on front panel illuminates coin chute and front of game!
 - New light up bulbs for drum scoring unit!

chicago coin's SENSATIONAL SUPER FRAME BOWLER

THE EXCITING, 100% SKILL BOWLING GAME!

Player by matching the number lit to the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

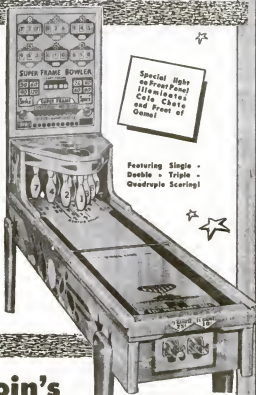
Part 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

New Front Hinged Score Frame Glass for Easier Servicing!

100% Skill "Match The Litred Number" for Super Frame Scoring!

You Get Increased Revenue from 18¢ to 25¢ Play!

Now 6-Volt Light-Up Bulbs for Drum Scoring Units.



A SURE WINNER!...chicago coin's 6 PLAYER BASEBALL GAME

SUPER HOME RUN

with the 3 WAY "MATCH" and "FREE PLAY" Features!

- [1] Match a Number! [2] Match a Number with a Star! [3] Match a Number with 2 Stars!

With the GRAND STAND "Home Run" Feature for Extra Runs... Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

Game can be set to operate as 1, 2 or 3 innings per game. Each inning continues 3 outs.

Single player continues at bat until game is over—Multiple players alternate as to batting game after 2 outs are made.

Player hitting ball into Lower Grand Stand gets a 100-0! 500 plus 5000 for every out he has!

AVAILABLE IN STRAIGHT 100: 60 10¢ - 3 100-20¢ PLAY!

Player hitting ball into Upper Grand Stand gets a 100-0! 500 plus 5000 for every out he has... plus 2 EXTRA 5000!

Player hitting ball OVER the 5000 gets a 100-0! 500 plus 5000 for every out he has... plus 2 EXTRA 5000!



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MACHINE COMPANY

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10¢ A PLAY
OR
1 PLAY 10¢
3 PLAYS 25¢

ADJUSTABLE TO
5 FRAME GAME

NATIONAL
COIN-CHUTE

FORMICA
PLAY FIELD

GIANT PINS



Champion

WITH EXCITING MATCH-SCORE FEATURES

NEW LIGHT-UP SCORES NEW CLUB-STYLED CABINET

Rich beauty of club-styled cabinet wins welcome in highest-class locations. Smooth, quiet action, light-up scores, exciting play-appeal earns top profits. Get CHAMPION BOWLER and VICTORY BOWLER from your Bally Distributor today.

Victory
BOWLER
CHAMPION BOWLER APPEAL
WITHOUT MATCH SCORE

8 FT.
BY
2 FT.

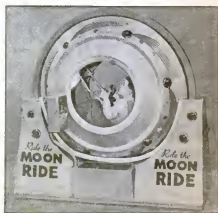
SURF-CLUB

SMASHING ALL RECORDS
FOR EARNING POWER



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EACH PLAYER
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ONE TO SIX
CAN PLAY

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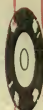
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